



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXI.

NEW YORK, JUNE 6, 1900.

NO. 10.

## FIVE MAMMOTH PRESSES



Big sextuples needed to  
print

THE  
PHILADELPHIA  
**RECORD'S**  
**195,000**

every morning.

**T**HE Borough of Brooklyn in Greater New York has a population of 1,300,000.

To intelligently reach the eye of 135,000 daily passengers, your card should be in the . . .

# Brooklyn L'

The size of spaces, 16 by 24 and 16 by 48 inches, gives you a chance to exploit your business intelligently and profitably, and at an expense of less than \$4.00 per day (for a single space) in the 298 cars of this system.

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GEO. KISSAM & CO.,  
253 BROADWAY, N. Y.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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## TWO INTERESTING INSTANCES.

By Sam E. Whitmire.

There are instances where it is not necessary for a newspaper to have a large circulation to make it a profitable advertising medium. Any medium that is of particular interest to its subscribers on account of the exclusive way in which it covers its field can be made to pay if the advertiser knows his business and the rate per line is not too high. There are publications that reach a certain class of people with money to spend more directly and appeal to them more forcibly than they can be reached and appealed to by advertising to the general public. There are two such publications in New York City and from what I know of them I believe they should be honored with a big bull's eye in the American Newspaper Directory—the *Wall Street Journal* and the *Morning Telegraph*.

For two years solicitors called on me asking for advertising for the *Wall Street Journal*. I was never told how many subscribers this paper had. I do not know today. I was given the line rate and the paper's motto—"Advertisers Get Profitable Results by Reaching People with Money." This is about all that was ever said to me in favor of this paper. A little investigation down Wall street way convinced me that the *Journal* did cover the financial district thoroughly and the people who subscribed for it or bought it on the streets had confidence in it. One day while I was advertising manager of Ehrich Brothers' Department Store, New York City, I put the *Wall Street Journal* on my list for a fair trial. I prepared an advertisement to fill two half columns and ordered it inserted "top first page"—heavy border, two-

pica indent and good, clear headlines and prices. This ad told of the arrival of a new shipment of imported office rugs, the cheapest of which was marked \$23.98, the best \$475. I did not put this ad in any other paper; simply awaited results. Next day we had calls from men who had never before been seen in the store and the addresses on the sales book showed that the rugs were to be delivered far down town around Wall street. The sales made during the day satisfied the firm that this class paper was a good proposition and one that we should use judiciously. We tried office furniture with good results and then carved ivories and curio cabinets. As long as we were careful to select stocks that would interest the men of finance we had no trouble in getting paying results. Messrs. B. Altman & Co., O'Neill's and several other high-class stores have followed out example and they have been using this paper ever since.

Now, as to the *Morning Telegraph*. It goes almost altogether to the sporting and theatrical classes. When I went to the horse races I saw the *Telegraph* on all sides. I saw it in the Tenderloin. When among theatrical people they were either reading or referring to this paper. I also noticed that the proprietors of massage establishments used its columns, and knowing this to be a paying business and that in a great city like New York a whole lot of people were interested in it, I concluded that some good cash trade could be had through advertising in the *Telegraph*. I started out to make up an ad to appeal to its readers. I was at Ehrich Brothers' Department Store, New York City. I sent for the prettiest, plumpest model on the waiting list and posed her in imported corsets, silk chemise, silk house gowns, silk

matinees, silk "wedding sets," evening slippers and gaudy hose, fine hose supporters, etc. I had half-tone cuts made from these pictures with which to illustrate a half-page ad telling of these and many other goods worn by sporting and theatrical people. I bought a top half-page in the half-tone colored supplement of the *Telegraph*. This was the first dry goods ad this paper had ever printed. It pulled in every department it covered. After that trial we used the *Telegraph* from one to three times a week, always picking out such items as would appeal to its readers.

While at Bloomingdale Brothers last year I started that firm in the *Telegraph* and the move brought to that store some desirable patronage that had never before been seen off of Broadway and Sixth avenue. I see this firm continues in this paper, which is evidence that it is getting results, for there is no closer observer of the pulling power of a newspaper in the world than Mr. E. W. Bloomingdale.

The ads I used in the *Wall Street Journal* would not have brought a response if I had inserted them in the *Telegraph* and vice versa. Some judgment must be used to get all that can be had out of any medium.

#### CRYSTAL PALACE ADVERTISERS' EXHIBITION.

*The Advertisers' Review* (London) thus talks of some of the exhibits at the Advertisers' Exhibition now being held at the Crystal Palace in its city : Class I., representing Designs for Foods, contains the largest number of competitors, and the design of Miss Mary Watson, 3, Rosella place, North Shields, is awarded the gold medal. No. 86, by F. Watkins, would make an excellent advertisement for a child's food. It is irresistibly comic, and shows a child screaming because it has lost its bottle, which has been appropriated by a cat, who is sucking it with evident delight.

In Class II. (for a Soap or Perfume) the silver medal goes to A. W. Pearce, 44, New Clive road, West Dulwich, whose picture is an effective piece of delicate coloring.

In Class III. (for Whisky, Lemonade, Wine, etc.) H. C. Sandy's design, No. 169, would make a very effective poster. It represents a monk in bright yellow cassock enjoying a glass of wine. No. 144, by C. E. Dawson, a Sarah Camp kind of a picture, is better drawn and is very effective.

In Class XVII. (for a Café Chantant) M. Morris', No. 395, is an effective design of a ballet girl in a yellow dress.

#### TO BE REMEMBERED.

The best advertisement for a certain article may be the worst for another. The best medium for A may have no value whatever for B, and vice versa.

**Held Up by the President**

To have your trousers held up by the **President Suspender** is to have a service done without realizing it. There's more comfort, ease and convenience in its use than in any other suspender in the world, and yet you don't feel it. You can't feel it. It is so cleverly constructed that it adjusts itself to every bend of the body. You can work in it, walk in it, ride in it or row in it—it meets every need. Metal parts on the genuine will not rust. Refuse imitations. To stimulate your interest in the **President Suspender**, we make the following offer:

**\$1500 for your Estimate**

The guarantee ticket found on each **President Improved Suspender** entitles you to take part in our Presidential vote Contest. \$1500 in gold will be given as prizes for the nearest estimates of the popular vote in the forthcoming elections. Full information with each suspender. Price 50 cts. Sold everywhere, or sent by mail postpaid.

**The C. A. Edgerton Mfg. Co., Box 917, Shirley, Mass.**

GOOD DISPLAY.

**THE TRIEDER BINOCULARS.**  
VIEWS AND METHODS OF THE MAN  
WHO IS ADVERTISING THEM—EX-  
PERIENCES WITH MAGAZINES—  
WITH TRADE JOURNALS—A PER-  
SONAL EXPERIENCE—RESULTS DUE  
TO ADVERTISING—DIFFERENCES  
BETWEEN AMERICAN AND EURO-  
PEAN STANDPOINTS—A GOOD  
TESTIMONIAL—NEWSPAPERS—A  
\$15,000 APPROPRIATION.

The advertisements of "Trieder Binocular" glasses, manufactured

**The Wonderful**

# TRIEDER BINOCULAR

Has 8 to 10 times the power of the old-style Field and Opera Glass.

POCKET SIZE  
INVALUABLE FOR  
ARMY AND NAVY,  
RACE MEETS,  
REGATTAS, TRAVEL,  
AND THEATRE.

Send for Descriptive Catalogue  
**C. P. GOERZ,**  
52 UNION SQUARE,  
NEW YORK.  
MAIN OFFICES  
AND WORKS,  
BERLIN, GERMANY.

As seen with the TRIEDER BINOCULAR.

by C. P. Goerz, 52 East Union Square, New York City, have become familiar to magazine readers. L. J. R. Holst, who is in charge of the local branch here, was recently asked some questions by a PRINTERS' INK reporter. In reply he stated in substance as follows:

"We have been advertising about six years in the United States, using magazines and trade journals. We manufacture photographic lenses and the Trieder

Binoculars. On the former articles we had to reach our prospective customers through trade journals exclusively, as it is a limited field. The field is much broader on the Binoculars, which we advertise in magazines.

"There can, of course, be no comparison between the respective results of the two mediums. We have found that the magazines bring us practically all our business. Of the well known publications in this line, *Scribner's Magazine* and *Harper's Weekly* have been the most successful.

"Trade journal advertising we have not found at all successful. Among all the papers devoted to the interests of photographers, which we have patronized, I think I may say the *Photo-Beacon*, a Chicago publication, is the only one we have used with any success. Yet they are the only mediums which circulate among our trade in photographic lenses, so we still continue to keep a card in the principal ones."

"What means had you for reaching this conclusion?" asked the reporter.

"Personal investigation, and results," Mr. Holst answered. "I made an extended business trip of three months, through the West and the South this year. I went over the trade thoroughly. No matter where I went, I found that the majority of people whom I visited knew of the 'Goerz Trieder Binoculars.' I was positively surprised at the number of photographic supply houses who knew nothing of our photographic lenses, although we had spent much more time and money in advertising them than we had on the Binoculars.

"I was a guest at a well known photographers' club in Baltimore, one evening, and met many members there who had never heard of us or our goods. Here were the very people we must reach through trade journals, if we reached them at all. Thus, after years of continuous advertising in the papers devoted to their business interests, they had not seen our advertisements, although our goods have a recognized standard for excellence in the trade. I think that is pretty good proof of what trade journals did for us."

"Now, as to results: We opened our New York branch in 1893, our main house and factory being in Berlin, Germany. At that time we were manufacturing only photographic lenses, and confined our advertising to the trade papers. In 1897 we commenced the manufacture of 'Trieder Binoculars,' which we at once advertised in magazines. Two years have passed since we went into this field, and we now have enlarged our Berlin factory to twice its former capacity and employ nearly three times the number of workmen. Besides this, we have started a factory at Yonkers, New York, and our force is still inadequate. This increased volume of business has been largely on our trade in Binocular glasses."

"Are these results due entirely to your advertising here?" it was asked.

"Oh, yes; we do little advertising in Europe. On the continent you gradually build up a trade, and your customers become your personal friends. Particularly in our line, prospective customers want to know how much experience you have had, and how long you have been in business. Your patrons are suspicious of an unknown competitor who claims to have the same goods at lower prices. Here, my experience has been that people are willing to take chances on the lower-priced goods. I have reached the conclusion that one must keep on advertising to guard against this contingency. In Europe, too, it is absolutely essential that our advertisements should contain a semi-technical explanation of the

merits of our goods. Here, our best 'pullers' have been the ones with the least reading matter, and an illustration showing the respective merits of the old and new article."

"We have found that an illustration of the application of our glasses in current events of interest draws attention. For instance, the yacht races and the Dewey celebration proved admirable examples for showing the use of our 'Trieder Binoculars.' There is one form of testimonial advertisement which we have used with great success. It was the reproduction of a letter from the assistant secretary of the United States navy, complimenting us upon the results obtained from our glasses used upon warships and at the signal stations during the Spanish-American war. Our usual space in magazines is a quarter or half page. We have never tried newspaper advertising. As all of our advertisements are illustrated, we believe they show up to better advantage in magazines, attract more attention and reach a better class."

"What amount of money do you spend in advertising?" was the concluding question.

"Our appropriation has seldom exceeded \$15,000 annually," was the reply. GEO. W. STEDWELL.

#### ILLUSTRATED WANT AD.



WANTED, A GOOD BARBER; COME PREPARED TO WORK.

## Write a Letter

to your Minnesota agent asking about the standing, the prestige, the popularity, the circulation, the growth of the

## St. Paul Globe

We'll gamble on the result—that you'll decide we've been telling you the truth, not only when we say you cannot cover Minnesota without the GLOBE, but also that it's the best business proposition in the Northwest. Let us tell you more about our daily life.

### THE GLOBE CO.

ST. PAUL, MINN.

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EASTERN REPRESENTATIVE,

CHAS. H. EDDY,

10 SPRUCE ST.,

NEW YORK CITY.

WESTERN REPRESENTATIVE,

WILLIAMS & LAWRENCE,

HARRY FRALICK, Mgr.,

87 WASHINGTON ST.,

CHICAGO, ILL.

## ✓ MAGAZINES.

By Charles N. Kent.

"Magazine," quotes Doctor Johnson's Dictionary, "is the general designation for the periodical literature of a country, exclusive of the newspaper and review, embracing all the features of the newspaper and review, but at the same time containing in the form of tales, sketches and poetry, etc., a great variety of what may be termed original matter." According to the Standard Dictionary, it is "a periodical publication, generally issued monthly, containing stories, sketches, essays and the like."

Under these definitions, magazines in the United States would embrace quite a percentage of its periodical literature, but reckoned from the standpoint of first-class literary merit and really large circulation combined, the number is surprisingly small.

*Harper's New Monthly Magazine* has just completed its one hundredth volume after an uninterrupted issue of fifty years. The entire set, with an exhaustive index which accompanies it, constitutes a library in itself of literary, cyclopedic and scientific knowledge. *Harper's* is of all other magazines a representative success and perhaps under present management is more deserving of recognition than ever before. The American Newspaper Directory indicates its issue by the circulation letter A, the highest letter rating possible, which means an average issue exceeding seventy-five thousand—possibly exceeding it by two or even three times that number. It seems to have been the policy of *Harper's* from time immemorial to make no definite circulation statements, a policy which doubtless often results in a belief among many that its average is much less than figures if attainable would prove it to be.

The *Century Magazine* has for years held a conspicuous position alongside *Harper's* and other monthlies of the best class. Its clientele is as good as and, perhaps, larger than *Harper's*, but actual comparison as to exact issue is brought to a standstill by

the directory rating of the letter "A," concerning the use of which that already written of *Harper's* applies with equal force.

*Scribner's Magazine*, established in 1887, ranks with the two previously named and is in no way inferior in literary or artistic merit. The circulation letter A is again made to indicate its issue under the limitations assigned above.

*Harper's Century* and *Scribner* constitute the trio of old time, eminently respectable and high-priced magazines. *McClure's Magazine* is noticeable for the good character of its contents, a remarkably large advertising patronage and a circulation which for the year ending with October, 1899, according to the publisher's detailed report on file in the Directory office, averaged 361,912 copies.

*Cosmopolitan* is of equally good character and furnished a report for 1898 that showed an average issue of 300,727. Its 1899 rating is represented by the letter A, in the absence of definite information.

*Munsey's Magazine* reports an average for 1899 of 625,160—apparently much the largest issue of any publication in the class under consideration.

*Frank Leslie's Popular Monthly* is now well entitled to rank with the more important magazines from every standpoint, although its output is represented in the Directory by the circulation letter A. The publisher's printed statement claims an issue of 195,833.

*McClure's*, *Cosmopolitan*, *Munsey's* and *Frank Leslie's* are each sold for ten cents, or \$1 a year.

Doubtless some readers may think there are others that should be added to the above list, but a majority will probably agree that it contains all entitled under our definition to a position therein.

Class publications, like the very excellent *Ladies' Home Journal* are excluded for obvious reasons.

## THAT HAVE NO SUCH OBJECTION

The paper that refuses to state its circulation may be a good medium. But there are others just as good.—*Profitable Advertising*.

ALL advertising space and all circulation are valuable if the price is fair.—*Profitable Advertising*.

**"BILL'S" WAY.**

HE MAKES \$10 WORK HARD FOR HIM!

*By Clifton S. Wady.*

I don't know "Bill Parazina" from a hole in the wall.

But his classified ads in the *Sunday Globe* attracted my attention, and I believe a reading of them will be suggestive to any advertiser who has his eye on the classified column of the newspaper, with a view to "working" it for all it is worth.

Our enterprising friend Bill seems to sell Pinchbeck jewelry, 10-cent pins, eye glasses—for those whose eyes are not sufficiently open—and fake diamonds which he doesn't hesitate to so name—for-tunately.

His is the hoop-hurrah style and he evidently is after the crowd of strident voice and blazing front.

See how persuasively he starts in at the Dear Girls:

**BILL PARAZINA**

32 HANOVER STREET

Oh, My Dear Girls, here's the biggest bargain on this earth for you. A Gold Plated, Full Skirt Waist Set for 10 cts.; Winter Price 50 cts. See them in my window.

He reserves eight lines to get at the "fellers" to clinch things in this direction, thus:

**BILL PARAZINA**

fake diamond ring; your friend wears one, and you think it's a real diamond; why don't you get one? See them in my window, marked \$4.15 and \$1.40.

Note, too, the frankness of this:

**BILL PARAZINA**

32 HANOVER STREET

The Wedding Ring Man. Say Fellers, that \$2.50 Pure Solid Wedding Ring of ours is a corker. It is the best pure Solid Gold Wedding Ring you ever saw in your life for the money.

You see he's a great student of human nature and is "on" to all your friends' little tricks. His ads with two-line headings are scattered through all the different departments of the Sunday pages.

The moral is, make your ads dominant—"own" the page. If you can't do it in the larger way try the classified columns and strike a jolly note and keep singing!

"We consider it one of the best mediums for our class of goods. The direct returns traceable to *The Saturday Evening Post* have been a surprise to me."

Yours truly,

THE FRED MACEY CO.

OFFICE FURNITURE, DESKS, CABINET FILES,

ETC.

Grand Rapids, Mich.

"*The Saturday Evening Post* is the only weekly paper we have found it pays us to use. We use that a great deal and find it one of our favorite advertising mediums. We have advertised several different subjects there and it has pulled well on all of them."

R. L. CURRAN

NEW YORK SCHOOL OF ILLUSTRATING

114 West 34th Street

Your next season's list should include the POST—a thousand columns of space already sold—an average of 20 columns a week for fifty weeks.

THE CURTIS PUBLISHING CO.

PHILADELPHIA

## HAY.

A comparatively recent comer into the advertising field is William C. Bloomingdale, of New York and Boston. He has been an exporter of and wholesale dealer in hay for sixteen years. But when he decided to go into the retail business and cut out the middlemen's profit, saving that much to the consumer, he saw the necessity of advertising. There would seem to be but little opportunity for advertising hay, but Bloomingdale is said to have made himself felt in the hay business and to be gathering in a fortune as the result.

A PRINTERS' INK correspondent visited his offices recently and gleaned some facts about his advertising. Mr. O'Brien, the manager, was in charge. He said: "Bloomingdale does not claim any particular qualities for hay; but he lays stress upon the fact that he can sell it cheaper because, being a wholesaler, consumers purchasing of him will save the middlemen's profits. He uses the street cars for advertising because he believes that they are one of the most direct means of reaching small buyers who may have but one or two horses. Every advertiser has his opportunity and he seized the opportunity when incendiary fires in Charlestown and Ottawa, Canada, destroyed immense quantities of hay, to advertise his hay in the cars and newspapers, using these fires as a foundation. In fact, so strongly were these ads carried out that the State fire marshal paid him a visit, having the idea that Mr. Bloomingdale might perchance know something about the origin of these fires. He considers this a good joke upon himself."

Following are two of the ads he is now running in the street cars:

## HAY TO BURN.

Although Bloomingdale has hay to burn (3,000 tons always on hand in Charlestown storehouses), he's pleased that the Charlestown firebug is behind the bars. Direct to consumer at \$2 to \$3 a ton cheaper than retailers.

Some people "make hay while the sun shines." Bloomingdale sells hay in all kinds of weather, at \$2 to \$3 a ton less than general dealers.

Following is an excellent speci-

men of their recent newspaper advertising :

## HAS MADE HAY.

"Hand Muller on a summer's day  
Raked the meadows fresh with hay."

It would require many Maids to take together the vast amount of hay usually sold by Mr. William C. Bloomingdale, who enjoys the distinction of doing the largest business in hay of any dealer in the world. Mr. Bloomingdale is a comparatively young man, and has been engaged in the hay business but 16 years, but during that term of years by his energy, ability and original and unique methods, has so grown from small beginnings that today he handles more hay by far than any other dealer in the business, turning over annually 15,000 carloads and carrying a stock of 300 carloads in Boston alone, and his influence in the hay market can be said to be world wide. He sells hay to the English government for their cavalry horses in South Africa and elsewhere, and to the United States government for use in Manila and Cuba. Mr. Bloomingdale first conceived the idea of establishing central depots from which to distribute hay, and has a mammoth warehouse with a capacity of 250 cars at Townby, N. J., for hay from the West, and has under construction at present warehouses at Malone and Rose's Point, N. Y., for hay from northern New York and Canada. Mr. Bloomingdale has maintained his Boston office but about 18 months, but during that time has become such an important factor in the hay business of our city that the exports have, through his efforts, more than doubled, and be exported from Boston in 1899 2436 carloads. Mr. Bloomingdale has branch offices in many cities, with buyers placed at advantageous points throughout the country. He has in Canada offices in St. John, St. Hyacinthe and Lévisville, P. Q., with a pressing plant at the latter point. The manager of the Boston office is Mr. R. A. O'Brien, to whose efforts the success of the eastern business is due in no small degree.

Proofs of this ad are inclosed with a handy telephone index which is sent out as a circular to business men in the metropolitan district. These result in many telephone orders.

"Mr. Bloomingdale's success," says the correspondent, "is an example of what persistent effort and persistent advertising will do in building up the sales of a specialty. There is not a universal demand for hay, but his advertising has made every one who is a purchaser of hay want his hay; he offers them the inducement of a substantial saving. He would still sell his hay, without advertising, but only in limited quantities. Wide publicity brings home to hay consumers the fact that they are paying more for it than is charged by the one dealer who is advertising."

A GENTLE hint patly put is often worth more than the blast of a big trombone.

## A UNIQUE ADVERTISER.

*By H. B. Howard.*

It is not what one expends, but what one accomplishes which marks the successful advertiser. Viewed in this light, Tom Murray is the best advertiser in the city of Chicago. This word "best" is capable of several interpretations; in this case it means that the advertiser in question has gained the maximum of publicity at the minimum of expense.

Tom Murray's equipment as an advertiser is limited but adequate. It consists of a well-selected stock of men's furnishing goods, a central location, a ready wit, a pad of paper and a blue pencil. Tom's windows are always attractive for the men's things therein displayed; the wit, the pencil and the paper, put one upon the other, do the rest, for Tom's windows have not in a year failed to contain a dozen or more neatly written placards stating something interesting concerning the goods on display. The only instance I have in mind in which Tom has made any greater outlay was in a space in the Illinois Central suburban trains, where, during Admiral Dewey's recently celebrated visit to Chicago, the card read:

My wife is willing I should be your president or your shirt maker. *Tom.*

Tom is reported as saying that he has tangible evidence that these cars repay their cost, but of the profit which accrues from his window placards there can be no doubt. One hears them mentioned almost every day; it seems that everybody reads them; that is, the men, and it's the young men to

whom Tom caters. This is what I saw attached to goods there the other day, samples of which may be found any day:

These collars are "Austrian" stock;  
2 for 25; if there were any better I  
should know it. *Tom.*

These are the best \$1 umbrellas in  
town; if it isn't so I'll treat. *Tom.*

What Tom says is so; if it isn't so  
he'll make it so. *Tom.*

These are \$1.50 shirts; Tom can af-  
ford to sell them at \$1.25; you can af-  
ford to buy them at that. *Tom.*

Tom never fails to take advantage  
of current events when they  
may be turned to his account, as  
witness this, anent the recent labor  
turmoil, in a window filled with  
under garments:

Tom makes "Union" suits and "Non-  
Union" suits; you can wear either without  
out police protection. The garments  
will protect you from the weather and  
Tom will protect you on the price. *Tom.*

Tom's increasing trade recently  
necessitated larger quarters and  
he added an adjoining store. This  
is the card which then appeared  
in his windows:

Forced to the wall and through it.  
Visit the annex; it's full of nice things  
for men to wear. *Tom.*

The crowds about Tom's windows  
have attracted the admiration  
of others than myself. The  
result has been a marked increase  
in the call for blue pencils and pads  
of paper. Jim and Jack and Ikey  
have all taken to the practice of  
penmanship and the windows of  
other haberdasheries, shoe shops,  
cigar stores, even department  
stores, display placards in blue,  
written in a large, round hand. But  
as yet there is only one Tom. Per-  
haps it is because the public sus-  
pects that the imitators can do no  
better than imitate Tom's values as  
feebly as they ape his methods.

## To ADVERTISERS:

THE INDIANAPOLIS PRESS has the  
best equipped plant in the West. It  
prints all the news first and that is the  
reason it has over 30,000 subscribers  
daily.

PERRY LUKENS, JR., New York Representative,  
Tribune Building, New York.



## POSTERS.

The pioneer in the creation of the pictorial poster was Jules Chéret. His creations, now numbering hundreds, the product of less than thirty years, fill a large place in the story of this phase of artistic development. Born in France, he was trained as a lithographer, and when but a small boy went to London, where he was employed until about 1866, when he returned to Paris, his recent employer standing behind him in his determination to revolutionize the business of advertising by the production of a new kind of poster. Chéret's success was almost immediate and each year brought him new laurels. His talents have been exploited by the proprietors of almost every kind of business desiring publicity. His poster pictures have caused much of a transformation in Paris. The tall, sentinel-like kiosks of the main thoroughfares have become veritable monuments of color; the dead gray walls of the long boulevards and streets have been warmed into life, decorated with the most startling, astounding figures, and set off by the most extraordinary combinations of color, mainly the creations of Chéret. And these mural fancies, drenched and beaten by the rains, burned again by the sun, torn and shattered by the winds, and then replaced again and again by others bearing the same characteristics—these posters which live but a day—they have called forth the praise of competent critics, and the applause of a large part of a keenly interested populace.

Chéret's genius in poster-making has baffled imitation. His subjects, no matter for what the poster is intended, are women; radiant, bewitching, evanescent, always sprightly, ever the very essence of liveliness, elegant, but sometimes suggestively sensual, and now and again bordering upon the vulgar. His methods are peculiarly his own. No design of his is left to be reproduced by less experienced hands, for they are all drawn by the man himself upon the lithograph stone.

But the art of poster-making in

France is not confined to Chéret. Eugene Grasset is a notable contemporary whose work invariably bears the stamp of dignity. With a style less bold than Chéret's, his posters contain more of detail, are far richer in tone and less violent, if you please, in the impressions which they convey. Two of his most notable designs have been made for an American magazine, the *Century*. The first was "The Son of Austerlitz" poster which was used to advertise Professor Sloan's "Life of Napoleon." This is probably the only poster which has been honored by a reproduction in stained glass. Grasset's second design for the *Century*, "Napoleon in Egypt," is if anything a finer piece of work and has been given high rank.

Here Napoleon is seated upon his white charger with rich barbaric trappings of red and gold. The arm of the conqueror is extended, pointing to the pyramids as if uttering his ringing address: "Soldiers, forty centuries look down upon you from the summit of the pyramids." Past him march the troops. The yellow glare of the desert, the dun-colored sky, and the brilliant uniform of Napoleon make an unusual harmony of color.

It is worthy of note that Grasset and Steinlen and Forian, two other successful artists, resident in France, whose posters deserve much commendation, are all Swiss. Still others in France whose designs are of engaging interest are Cazal, Bac, Métivet, Réalier-Dumas, Boutet de Monvel, Guillaume, Toulouse-Lautrec, Willette, Lefèvre, Mucha, Bonnard, Anquetin, Ibels and De Feure.

In England, where the poster has not by any means gained the vogue that it now has in France or the United States, the list of artists who have designed more than one poster is not a long one. It includes among others the pioneers Walter Crane, Fred Walker, and Professor Herkomer, R. A., the late Aubrey Beardsley, and the contemporaneous artists Dudley Hardy, Maurice Greiffenhagen, the brothers Beggarstaff (Messrs Pryde and Nicholson), A. A. Turbayne, E. Hassall, E. F. Skinner and L. Raven Hill.

The two artists whose posters have been most conspicuous in England within recent years are the late Aubrey Beardsley and Van Beers. Beardsley's posters have done service for books chiefly, while Van Beers' have announced theatrical performances for the most part, being not unlike those of Chéret's in their general characteristics.

Confined almost to England is the practice of utilizing the paintings of famous artists for commercial posters. This is still another phase of the poster and one which has been of doubtful expediency. Such posters are purely pictorial and not in the least decorative. Thus the familiar "Bubbles" of Sir John Millais, exhibited at the Royal Academy in 1896, was purchased at great cost by the proprietors of Pears' Soap, which it has since advertised, the necessary commercial additions having been made in the painting. The same is true of "The Wedding Morn," by John K. F. Bacon, exhibited at the Royal Academy in 1892 and purchased by the proprietors of Sunlight Soap. These paintings once secured are only changed by the addition of the name of the articles which they are to advertise. They are first commercialized, and then, like most posters, are reproduced from stone by the lithographic process. Business firms have appropriated some of the paintings of the best English artists for commercial use as posters, and even Rubens and Rembrandt at this late day have been made to do service for some articles of trade.

The pictorial poster of good design and artistic merit is the exception in England. Most English posters are little more than colored typographical displays which are usually as ugly as they are numerous. London is literally plastered with dull, monotonous signs of this sort which actually detract from the charm of life, and go to make one feel always a sense of its depression, its cheerlessness and dejection. To be sure, colors are used, but even the most brilliant hues lend very little enthusiasm to the admonitions which

they convey in severe letters and which are repeated, without change, day after day and year after year. Usually but two colors are employed in a single typographical poster of this kind. Blue letters on a white background and red on white, together with their opposites, are the color schemes most commonly in use. Soap, strangely enough, is the most widely advertised article of trade in England, and it is represented everywhere chiefly by highly colored typographical posters.

In Germany the poster had until recently practically little importance from an artistic point. Those articles which are announced by the poster are commonly represented by highly-colored showbills of fancy lettering and lacking the points which go to make up artistic designing. The advance has begun, however.

The Dutch poster is a rarity also, although I recently observed a number in Holland which were striking and attractive. One particularly, a highly conventionalized design for salad oil, made by J. Thoorop, is extremely decorative and exquisitely colored. The Dutch posters, though few in number, are remarkable in that the modern art of advertising on the streets, in magazines or newspapers, is but little understood or practiced. Indeed, so free are the public places and the periodicals in Holland from advertisements of any sort that it makes almost an immediate impression upon an American trained to the extensive use of printer's ink.

In America the poster has had abundant opportunities for development. Its history begins with the circus, and not until fifteen or twenty years ago was the final step taken which has made our posters things of beauty, commendable for their artistic excellence. The original posters were crude things, printed from wooden blocks, first in black and white and then in ill-combined and proportioned colors. Such were the showbills which heralded the approach of the circus twenty-five years ago.

In the early eighties the wood block gave place to the lithograph stone, the effects of which sup-

plemented the harsh printing from wooden surfaces. This improvement was first undertaken by the Strobridge Lithograph Company, of Cincinnati. For long, however, the lithographic process was much perverted. The improvement which its use made possible, particularly in the harmony of color, was not achieved until persons of real artistic sense were engaged to make the special designs.

Literature has given to poster designers their greatest inspiration, and the large number of periodicals in this country has notably influenced the development of art. By far the greatest number of artistic posters made with us are those announcing the publication of books, magazines and newspapers.

Of all the names of French and other artists which have dignified the poster none are more conspicuous in its history than those which America supplies, among them: Louis Rhead, Will H. Bradley, Edward Penfield, Ethel Reed, Maxfield Parrish, H. L. Bridwell and J. J. Gould; and again, Chas. Dana Gibson, George Wharton Edwards, Will H. Low and J. C. Leyendecker, whose posters, although few, are none the less notable.

In invading all fields, the modern poster has not been content to withhold its influence from politics, and in the last presidential campaign it was pressed into service along with the lithographic pictures of party candidates. Both sides in the contest employed the poster for the first time on any appreciable scale in the history of politics in this country. While large pictures of political candidates have been used before, it is a fact that they were never so generally and systematically distributed and displayed as in the campaign of 1896. And the influence of the pictorial poster, except locally, was never before exploited in a political way. In addition to the use of this new form of publicity in politics, it is worthy of note in this connection that for the first time one of the national committees in the same presidential campaign made one advertising contract alone amounting to \$16,000

for the purchase of advertising space in the opposition journals. This space it used to print epigrammatic statements in support of its cause. These arguments appeared in the advertising columns of journals committed editorially to the opposite side and were printed as advertisements, without the least deception as to their true character. This is but a single illustration of the methods and devices which American genius has at hand to employ in the matter of publicity.

But interest in the modern poster does not cease when the printed sheets are hung upon the walls to be weather-beaten and then replaced by others. The poster has a literature. In France several pretentious volumes relating to it have been published and illustrated in colors; in America, in addition to two recent books, many magazine articles have appeared, and in England a monthly magazine is devoted to the poster and at least one volume has been brought out. And again there have been held here, as in France, innumerable poster exhibits.

But the collector is the person most interested in posters. In Paris the business of poster collecting is prosecuted by very many persons of more or less artistic taste, and the same is true of this country. There are doubtless quite as many persons who have followed the craze simply because it is a craze and who have little intelligent appreciation of the modern poster. And since there are collectors there are also poster dealers, who undertake the business of selling posters as they would books. M. Ed. Sagot, a Parisian publisher, has issued an illustrated catalogue of more than one hundred pages, in which nearly 2,500 posters are listed for sale. There are also many other dealers in Paris and in several cities of the United States. Inasmuch as a small edition of the average poster is published, and there are usually no reprints, they take on added value as they grow scarce, and frequently command high prices. Formerly the billposter was the subject of much interest to the collector, for he was the source

chiefly from which copies of the new posters were to be obtained. But now very many posters may be obtained of their publishers for a nominal fee.

In the great variety of poster designs which have been made, representing widely different nationalities, there is practically but one idea in common. It is the employment of feminine figures, from the classic maiden to the sprightly women of Chéret. An examination of any collection will demonstrate this, and what is true of one collection is true of all.

The requisites of a good poster are few but important. It must first of all express an idea in pictorial form so forcibly, so directly, and so clearly that the picture, were it to appear without lettering or title, would seem nevertheless to speak, in part at least, its own title. The execution of this pictorial idea should be artistic and decorative in the sense that it may not offend the eye, and especially that it may attract interest. Preferably, the poster should be beautiful, but it may be strikingly odd, broadly humorous, conventional or unconventional, or both, and still make its point, as if indeed its appeal were totally esthetic. In point of color it should not be violent, nor yet too somber. Generally

speaking, the colors of a good poster will not alone be effectively contrasted or harmoniously blended. They will above all be in accord with each other. Chéret's expressed idea of a poster is that "it should be as simple as possible." He says: "I consider the introduction of at least one figure—and I hardly need say that of a lady for choice—is indispensable. The figure should of course be elegantly and brightly dressed in some striking costume, not likely to go out of fashion as long as the poster is to be in use."—*Chau-tauquan.*

#### A PECULIAR PROPOSITION.

The Banning Advertising Company, of St. Paul, Minn., publishes in the *Publishers' Guide* the following advertisement:

We invite publishers to refer advertising to us. Many advertisers fail to get results through lack of knowledge as to how to plan and carry on their advertising. Inquiries referred to us will receive attention tending to develop the inquirer into a permanent advertiser. Where it is left to advertisers to select mediums, prepare copy, etc., many through injudicious expenditure are led to believe that advertising does not pay, and do not renew their orders. Good advertising, well placed, pays. Poor advertising, badly placed, never does. Do your share toward making permanent advertisers by recommending them to us and we will do our share by making the advertising pay. The result will be satisfaction to the advertisers, the publisher and ourselves—a good all-around business proposition.



This is said to be the first illustrated railroad ad ever used in the South. It appeared shortly after the Civil War and was used for many years. Col. B. W. Wrenn,

who is now traffic manager of the Plant System of railroads, steamships and hotels, prepared it. It was sent out in the form of wood cuts, every one being an original.

## JONASSON'S ADVERTISING.

A reporter of PRINTERS' INK sends in the following "story": I called upon Mr. I. T. Levy, manager of the retail department of Meyer Jonasson's Cloak and Suit House, at Broadway and Twelfth street, the other day to chat with him about advertising.

"I am surprised that you should call upon us," said Mr. Levy. "We are such small advertisers in comparison to other retail establishments here. However, I am sure few advertise more systematically or receive more business for the money expended than ourselves. We depend upon advertising for our retail business. We are out of the shopping district, being so far downtown. We must show inducements to get people to come to us."

"What media do you use?" I asked.

"Only the daily newspapers. Our best results come from the evening papers. Our announcements in the *Evening World* are the best 'pullers.' We are able to tell exactly what returns we get from each medium. The way we do it is this: I have prepared a bundle of tally sheets, each dated, and attached to it an advertisement clipping. I then have a number of special bargains to offer which I advertise in different morning and evening newspapers and then keep strict account of the business on the articles mentioned. My sales sheets then show which papers bring the best totals. Constant experiment has shown me that one or two of our leading papers supposed to have the highest class of readers fall flat on returns for our line. The only way I can account for it is that their readers either do not look at the advertisements or are not affected by them. I also noticed the difference in the volume of business when the position of an ad is changed. The last page always shows us the best returns.

"I have had fifteen years of experience in department stores and have watched their advertising carefully. I had a good tutor in advertising in Mr. F. H. Cooper of the Siegel-Cooper Company. He

is a fine adwriter if there ever was one. He gave me a lesson in originality in adwriting which I will never forget. It cost me no end of jollying, but it made a lasting impression. I had charge of the cloak and suit department of Siegel-Cooper's Chicago store during the World's Fair. I bought a large quantity of a special line of cloaks toward the end of the Exposition. They made a 'hit,' but when the Fair closed and the visitors left, the sales stopped short. I saw I was stuck and finally went

**Meyer Jonasson & Co.**

**Ladies' Waists.**

Will offer Ladies'  
Waists of taffeta  
silks, fancy tucked  
front and back, in  
black and colors (re-  
tail value \$4.90  
\$6.75),

The "Jonasson"  
French Flannel  
Waists, in all the  
desirable colors (re-  
tail value \$2.90  
\$4.00),

**Broadway and 12th St.**

to F. H. Cooper, who was attending personally to the advertising at that time. I explained that I had made a mistake in laying in so large a stock and made several excuses. Mr. Cooper was seated at his desk, and started to write while I was talking. I concluded he was busy and stopped. He looked up and said, 'Go on, young man, I am listening.' I continued and told him the price I had paid for the good, and concluded by suggesting a selling price at which I thought we might dispose of them."

"Very well, Levy,' said he; 'I will see about it.'

"When I looked at our advertisement in the papers next morning I nearly fainted, when I saw that it was prefaced by the reproduction verbatim of my speech to Mr. Cooper the day previous. Well, we sold all the goods, but that ad was the talk of the town, and 'our Mr. Levy' hasn't heard the last of it yet. The public believed that statement and took advantage of the bargain offered. That, to my mind, is just what the successful advertiser must do. He must 'back up' his advertisements and get the confidence of the people, so that when you tell them you have some special bargains to offer they can rely on getting them, and not be confronted with the old story of 'All sold,' 'You should have come earlier,' etc., and then have you try to persuade them to buy something at a higher figure.

"I don't believe in telling the public your troubles in your advertisement. Like every new idea, it was good in its day, but misrepresentations have killed it. It is like the 'catalogue' advertisement, which is still adhered to by many. My experience has been that it is inefficient. If you want to send your customers a catalogue or price list why not mail them one? I haven't time to go over all that ground in the newspaper advertisement. It is the short advertisement that they can take in at a glance. One, two, or three leaders bring us the best results, far more so than a glowing account of the 'whys and wherefores' that 'our house' is able to offer such wonderful bargains.

"Let the public judge for themselves. Give them credit for a little intelligence. Too much explanation makes them suspicious. It is like the story of the girl who to prove her fealty to her lover, showed him an ardent letter from an admirer, whom she claimed to have spurned for him. 'Ah,' said he, 'I never would have suspected her if she hadn't shown me that letter.' Women know about values. They do a deal of shopping and are well posted. The old way of depending upon your help to talk a customer into buying is good enough in theory, but not altogether practicable. I particularly instruct my help in this regard, and I find it pays much better to let customers see for themselves what they are getting than to allow a salesperson to arouse suspicion by over-praise."

#### MEDICINES IN CHINA.

In an interesting report on the possibilities of American trade in China, Rounseville Wildman, Consul at Hong Kong, says:

"All medicinal preparations intended for sale among the Chinese would have to be made up at some point on this coast, and introduced among the Chinese by sample bottles. Ordinary advertising matter is of no avail; a Chinaman believes only what he experiences. The native drug houses adopt this method of bringing some patent specifics to the notice of the trade. Necessarily, the labels as well as the wrappers must be in Chinese. Tonics of which quinine is the principal ingredient will sell in large quantities. Embrocations for neuralgic and rheumatic affections, in fact anything for fevers, worms, coughs, dysentery, constipation, would have a ready sale if properly put up and introduced. There is no hope for the introduction of the ordinary American patent medicine in its original wrapper."

"POSITION" always has value, but not all it costs in every case.

## AT THIS OFFICE <sup>10</sup> SPRUCE ST., NEW YORK,

the Geo. P. Rowell Advertising Agency keeps on file the leading daily and weekly papers and monthly magazines; is authorized to receive and forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

**Table Showing the Cost of Printing and Posting, as per Population of Cities below 600 Cities, from 6,000 to 2,000,000 Population, for One, Three, Six and Twelve Months, and One Year, a Twenty-Four Sheet Poster (Size 20 x 9½ Feet), in Four Colors.**

SIZE OF CITIES BY INHABITATION	TOTAL, COST ONE MONTH.						TOTAL, COST SIX MONTHS.						TOTAL, COST ONE YEAR.					
	TOTAL, COST ONE MONTH.			TOTAL, COST THREE MONTHS.			TOTAL, COST ONE YEAR.			TOTAL, COST ONE MONTH.			TOTAL, COST THREE MONTHS.			TOTAL, COST ONE YEAR.		
	Total Cost of Printing and Posting	Cost per square foot	Cost per square yard															
1,500,000 to 2,000,000	\$6,152.00	\$8.77	\$7.72	\$14,412.00	\$1.42	\$1.32	\$226.53	\$5.69	\$4.68	\$44,566.00	\$4.41	\$3.49	\$44,566.00	\$4.41	\$3.49	\$44,566.00	\$4.41	\$3.49
1,000,000 to 1,500,000	509,672.00	\$9.00	\$8.00	1,519,935.00	\$1.42	\$1.32	3,419.72	\$3.14	\$2.68	5,444.37	\$1.10	\$1.00	5,444.37	\$1.10	\$1.00	5,444.37	\$1.10	\$1.00
500,000 to 1,000,000	225,571.00	\$20.3	\$19.00	599,941.00	\$1.41	\$1.31	2,851.24	\$3.14	\$2.68	4,085.74	\$1.00	\$0.90	4,085.74	\$1.00	\$0.90	4,085.74	\$1.00	\$0.90
250,000 to 500,000	457.00	\$20.3	\$19.00	1,195,935.00	\$1.41	\$1.31	5,921.24	\$3.14	\$2.68	7,645.45	\$1.00	\$0.90	7,645.45	\$1.00	\$0.90	7,645.45	\$1.00	\$0.90
125,000 to 250,000	108.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	7,261.74	\$1.00	\$0.90	7,261.74	\$1.00	\$0.90	7,261.74	\$1.00	\$0.90
62,500 to 125,000	21.60	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	11,144.65	\$1.00	\$0.90	11,144.65	\$1.00	\$0.90	11,144.65	\$1.00	\$0.90
31,250 to 62,500	4.32	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	1,572.48	\$1.00	\$0.90	1,572.48	\$1.00	\$0.90	1,572.48	\$1.00	\$0.90
15,625 to 31,250	0.86	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	3,149.16	\$1.00	\$0.90	3,149.16	\$1.00	\$0.90	3,149.16	\$1.00	\$0.90
7,812 to 15,625	0.17	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	6,298.32	\$1.00	\$0.90	6,298.32	\$1.00	\$0.90	6,298.32	\$1.00	\$0.90
3,906 to 7,812	0.04	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	12,596.65	\$1.00	\$0.90	12,596.65	\$1.00	\$0.90	12,596.65	\$1.00	\$0.90
1,953 to 3,906	0.01	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	25,193.30	\$1.00	\$0.90	25,193.30	\$1.00	\$0.90	25,193.30	\$1.00	\$0.90
977 to 1,953	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	50,386.60	\$1.00	\$0.90	50,386.60	\$1.00	\$0.90	50,386.60	\$1.00	\$0.90
488 to 977	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	100,773.20	\$1.00	\$0.90	100,773.20	\$1.00	\$0.90	100,773.20	\$1.00	\$0.90
244 to 488	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	201,546.40	\$1.00	\$0.90	201,546.40	\$1.00	\$0.90	201,546.40	\$1.00	\$0.90
122 to 244	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	403,092.80	\$1.00	\$0.90	403,092.80	\$1.00	\$0.90	403,092.80	\$1.00	\$0.90
61 to 122	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	805,185.60	\$1.00	\$0.90	805,185.60	\$1.00	\$0.90	805,185.60	\$1.00	\$0.90
31 to 61	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	1,610,371.20	\$1.00	\$0.90	1,610,371.20	\$1.00	\$0.90	1,610,371.20	\$1.00	\$0.90
16 to 31	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	3,220,742.40	\$1.00	\$0.90	3,220,742.40	\$1.00	\$0.90	3,220,742.40	\$1.00	\$0.90
8 to 16	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	6,441,484.80	\$1.00	\$0.90	6,441,484.80	\$1.00	\$0.90	6,441,484.80	\$1.00	\$0.90
4 to 8	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	12,882,969.60	\$1.00	\$0.90	12,882,969.60	\$1.00	\$0.90	12,882,969.60	\$1.00	\$0.90
2 to 4	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	25,765,939.20	\$1.00	\$0.90	25,765,939.20	\$1.00	\$0.90	25,765,939.20	\$1.00	\$0.90
1 to 2	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	51,531.60	\$1.00	\$0.90	51,531.60	\$1.00	\$0.90	51,531.60	\$1.00	\$0.90
0.5 to 1	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	103,063.20	\$1.00	\$0.90	103,063.20	\$1.00	\$0.90	103,063.20	\$1.00	\$0.90
0.25 to 0.5	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	206,756.40	\$1.00	\$0.90	206,756.40	\$1.00	\$0.90	206,756.40	\$1.00	\$0.90
0.125 to 0.25	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	413,512.80	\$1.00	\$0.90	413,512.80	\$1.00	\$0.90	413,512.80	\$1.00	\$0.90
0.0625 to 0.125	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	827,024.00	\$1.00	\$0.90	827,024.00	\$1.00	\$0.90	827,024.00	\$1.00	\$0.90
0.03125 to 0.0625	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	1,654,048.00	\$1.00	\$0.90	1,654,048.00	\$1.00	\$0.90	1,654,048.00	\$1.00	\$0.90
0.015625 to 0.03125	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	3,308,096.00	\$1.00	\$0.90	3,308,096.00	\$1.00	\$0.90	3,308,096.00	\$1.00	\$0.90
0.0078125 to 0.015625	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	6,616,192.00	\$1.00	\$0.90	6,616,192.00	\$1.00	\$0.90	6,616,192.00	\$1.00	\$0.90
0.00390625 to 0.0078125	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	13,232,384.00	\$1.00	\$0.90	13,232,384.00	\$1.00	\$0.90	13,232,384.00	\$1.00	\$0.90
0.001953125 to 0.00390625	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	26,464,768.00	\$1.00	\$0.90	26,464,768.00	\$1.00	\$0.90	26,464,768.00	\$1.00	\$0.90
0.0009765625 to 0.001953125	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	52,930,536.00	\$1.00	\$0.90	52,930,536.00	\$1.00	\$0.90	52,930,536.00	\$1.00	\$0.90
0.00048828125 to 0.0009765625	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	105,861,072.00	\$1.00	\$0.90	105,861,072.00	\$1.00	\$0.90	105,861,072.00	\$1.00	\$0.90
0.000244140625 to 0.00048828125	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	211,722,144.00	\$1.00	\$0.90	211,722,144.00	\$1.00	\$0.90	211,722,144.00	\$1.00	\$0.90
0.0001220703125 to 0.000244140625	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	423,444,288.00	\$1.00	\$0.90	423,444,288.00	\$1.00	\$0.90	423,444,288.00	\$1.00	\$0.90
0.00006103515625 to 0.0001220703125	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	846,888,576.00	\$1.00	\$0.90	846,888,576.00	\$1.00	\$0.90	846,888,576.00	\$1.00	\$0.90
0.000030517578125 to 0.00006103515625	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	1,693,777,152.00	\$1.00	\$0.90	1,693,777,152.00	\$1.00	\$0.90	1,693,777,152.00	\$1.00	\$0.90
0.0000152987890625 to 0.000030517578125	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	3,387,555,304.00	\$1.00	\$0.90	3,387,555,304.00	\$1.00	\$0.90	3,387,555,304.00	\$1.00	\$0.90
0.00000764939453125 to 0.0000152987890625	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	6,775,110,608.00	\$1.00	\$0.90	6,775,110,608.00	\$1.00	\$0.90	6,775,110,608.00	\$1.00	\$0.90
0.0000038246972559375 to 0.00000764939453125	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	13,550,221,216.00	\$1.00	\$0.90	13,550,221,216.00	\$1.00	\$0.90	13,550,221,216.00	\$1.00	\$0.90
0.00000191511496875 to 0.0000038246972559375	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	27,100,442,432.00	\$1.00	\$0.90	27,100,442,432.00	\$1.00	\$0.90	27,100,442,432.00	\$1.00	\$0.90
0.000000957578125 to 0.00000191511496875	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	54,200,864,864.00	\$1.00	\$0.90	54,200,864,864.00	\$1.00	\$0.90	54,200,864,864.00	\$1.00	\$0.90
0.0000004787890625 to 0.000000957578125	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	108,401,728,128.00	\$1.00	\$0.90	108,401,728,128.00	\$1.00	\$0.90	108,401,728,128.00	\$1.00	\$0.90
0.00000023938959375 to 0.0000004787890625	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	216,803,456,256.00	\$1.00	\$0.90	216,803,456,256.00	\$1.00	\$0.90	216,803,456,256.00	\$1.00	\$0.90
0.0000001220703125 to 0.00000023938959375	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	433,606,912,512.00	\$1.00	\$0.90	433,606,912,512.00	\$1.00	\$0.90	433,606,912,512.00	\$1.00	\$0.90
0.00000006103515625 to 0.0000001220703125	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	867,210,825,024.00	\$1.00	\$0.90	867,210,825,024.00	\$1.00	\$0.90	867,210,825,024.00	\$1.00	\$0.90
0.000000030517578125 to 0.00000006103515625	0.00	\$20.3	\$19.00	1,186,935.00	\$1.41	\$1.31	5,939.84	\$3.14	\$2.68	1,734,421,650,048.00	\$1.00	\$0.90	1,734,421,650,048.00	\$1.00	\$0.90	1,734,421,650,048.00	\$1.00	\$0.90



## THE Important Question

Just now is

# UNDERWEAR

We have the Usual and the Unusual Kinds.

#### KENTUCKY ADVERTISING.

GREENUP, Ky., May 24, 1900.

*Editor of PRINTERS' INK:*

Here is an ad clipped from the morn-

#### YOU PROBABLY KNOW BEST.

Office of THE NEWS COMPANY.

JOLIET, Ill., May 23, 1900.

*Editor of PRINTERS' INK:*

Recently the Siegel-Cooper Company tried to launch a \$24,000,000 co-operative company, taking in both their Chicago and New York houses. They ran five-column advertisements in the Chicago dailies, and in the leading dailies of smaller cities near to Chicago, except one, the Joliet *News*. We felt that such an advertisement would do our local merchants as much harm (and perhaps more) than an advertisement for the wares of a Chicago retail store, which have always been refused space in our paper. For this reason, the Chicago check and advertisement were promptly returned. So far as we know, no other small city daily refused this advertisement; and even some of our home merchants say we were foolish not to take the money. What do you think? Is there any limit to the protection local papers should give home merchants, when they are live advertisers? Yours truly,

THE NEWS COMPANY,  
T. H. Hall, Business Manager.

#### FIFTH SUGAR BOWL.

Office of "LINCOLN FREIE PRESSE."

LINCOLN, Neb., May 28, 1900.

*Editor of PRINTERS' INK:*

We notice that in reprinting our letter, in which we lay claim to the Fifth Sugar Bowl, the subscription price to the Lincoln *Freie Presse* was quoted at 55 cents. The subscription price to the Lincoln *Freie Presse* is 85 cents, always payable cash in advance. Very truly,

THE PRESS PUBLISHING COMPANY.

#### GIBSON'S WORK.

NEW YORK, May 30, 1900.

*Editor of PRINTERS' INK:*

It may perhaps interest you to learn that the *Evening Telegram* gained 77 columns of advertising last week, as compared with same week last year. Yours truly,

F. JAMES GIBSON, Advertising Manager.

ing *Herald*, of Lexington, Ky., that is worthy of notice, from the fact that the illustration fits the ad so nicely.

Yours truly,  
WALTER T. CALLEN.

#### THE IDEA SEEMS PRACTICABLE.

ANACONDA, Montana, May 24, 1900.

*Editor of PRINTERS' INK:*

Reading your article, in issue of May 6, "With Lay Figures," suggests a thought on which I would like to have your opinion.

If there is a tendency to make attractive groups in wax, for window and other displays for the very large mercantile houses, could it not be arranged either by the artists who make them, or an agency organized for the purpose, to loan them to a number of other merchants on a circuit throughout the country? Most of the live merchants doing a moderate business use a display of ready-to-wear garments, but very few of them would be able to pay the price, nor would the benefits warrant their doing so, for such groups as you describe. Very many of them would gladly pay a reasonable sum for the use of them, say for a week. What do you think of it? Respectfully,

J. D. O'DONAHOE,  
Manager of Dry Goods Depts. of Copper City Commercial Co.

#### QUICK RETURNS IN ST. LOUIS.

Not long ago Mr. Louis A. Bosso, 617 Chestnut street, advertised, in the Sunday *Post-Dispatch* exclusively, a house and lot for sale. By 10 o'clock the next morning he had sold it for cash. Encouraged by such unexpectedly prompt returns he tried it again one or two weeks later, advertising another house in the *Post-Dispatch* exclusively, and by 10 o'clock the next morning he had that house sold for cash. The statement was ventured in these columns at that time, and it is now repeated, that such quick returns to real estate advertising have not been secured this season through any other paper in St. Louis.—*St. Louis (Mo.) Post-Dispatch*, May 20.

#### WHY IT DOESN'T PAY.

The advertisement that does not pay is usually the advertisement that has not been made to pay.

## PRINTERS' INK.

## IN BOSTON.

BOSTON, Mass., May 25, 1900.

## Editor of PRINTERS' INK:

A warfare is being carried on in this city against a class of advertisers who depend for their returns upon the credulity of the public. Two arrests have recently been made by local police officers of two such. One was John P. Adams, alias C. E. Hodkin, who was arrested by Boston police inspectors charged with being engaged in and advertising an illegal business. He advertised in various papers under the title of Dr. J. P. Adams Medical Company. He will be tried shortly. The other was C. Clarence Wayne, Jr., alias Le Comte Edmund Naganz, Prof. Melville, etc.; he is a negro and had been advertising widely and luridly as a "seer," "clairvoyant," etc., "known in London as the Wizard of Muckelstane Moor." He was taken to Attleboro, where he was tried, convicted and sentenced for obtaining a large sum of money under false pretenses from a wealthy woman of that place. H. N. F.

## FANS.

One warm June Sunday morning down at our church I was fanning myself with a hymn-book, trying to keep my collar from wilting, when I looked in the book-rack and there was a nice little fan with a sweet-faced lady's picture on one side and a catchy ad for the shoe store on the other side. I looked around the church, and most of the people there were waving ads for the shoe store, and, when the sermon got too prosy, stopping to read the ad through again. Every one of the seven churches in town was supplied, one or two in every pew. Not the least objection on the part of the church people. In fact, everybody was glad to have them. A few days later the high school graduating class had commencement exercises and round came the shoe dealer with loads of fans to distribute around the audience. He didn't distribute them too thick. Just a few in each row, and the result was that they were passed back and forth and every one fussed home by the fond parents who clapped onto them first. Great scheme. I take off my hat to the man who devised the new way of using the old medium.—*Boots and Shoes Weekly*.

## TRUE ENOUGH.

Capital ads are never set entirely in capital letters.—*Mail Order Journal*.

## PROPOSED SAN FRANCISCO LAW.

Section 1. It shall be unlawful for any person, association or corporation to propel or cause to be propelled any street car in the streets of the city and county of San Francisco with advertisements printed, pasted or painted on the outside of said cars.

Sec. 2. To appear on the streets of the city and county of San Francisco, carrying banners or boards or placards with advertisements; provided that the provisions of this section shall not apply to notices or advertisements by labor, fraternal or charitable organizations or their meetings, acts or other affairs.

Sec. 3. To appear on the streets of the city and county of San Francisco in extraordinary or unusual costume or dress, or playing on musical instruments, or making any unusual noise, for the purpose of advertising or attracting attention to advertisements.

Sec. 4. It shall be unlawful for any person, association or corporation to stencil, paint or paste any kind of advertising matter on the streets, gutters, ways or sidewalks, or on any construction placed upon the street or the sidewalks of the city and county of San Francisco.

Sec. 5. It shall be unlawful for any person, association or corporation to distribute, or cause to be distributed, any handbills or dodgers upon the streets, or sidewalks of the city and county of San Francisco.

Sec. 6. Any person, association or corporation violating any of the provisions of this ordinance shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punished by a fine of not more than five hundred (\$500) dollars or by imprisonment in the county jail not exceeding six (6) months, or by both such fine and imprisonment.—*San Francisco Call*.

## WHAT HAS BECOME OF THEM?

The year 1899, the most prosperous year in the advertising field since 1880, developed 2,841 new advertisers. Their addresses have been collected by an advertising agent from six magazines, twenty-one popular monthlies, fourteen weeklies and thirty-two Sunday papers. They all had to advertise new goods, new inventions, improvements upon old articles, new schemes, or sought to secure agents and salesmen. Of those 2,841 new advertisers only 134 are still in business—all the others have disappeared. Less than five per cent have survived.—*Mail Order Journal*.

## DRY HEAT—THE NEW TREATMENT.



The efficacy of hot applications in acute troubles, such as cramps, bowel complaints, rheumatism, neuralgia, toothache and carbuncles, has been proven time and time again, and in many a home the hot-water bag is relied upon as much as the doctor.

And now comes something superior to the hot-water bag.—**THE WORLD POCKET STOVE.**

This wonderful little heater is not a lamp, has no flame, no smoke, no odor; is only 3½ inches in diameter, weighs four ounces; can be carried lighted in the pocket or muff, or put in bed—no sparks down to it. It cannot burn or scorch the clothing, nor can it explode. It burns a solid piece of prepared carbon three hours, at a cost of one cent. Nickel-plated finely finished; will last a lifetime. In sick-room emergencies it is invaluable, and every home should have one.

*Heater and Twelve Carbons, by mail, prepaid, \$1.00.*

**POCKET HEATER COMPANY,**

ROOM 316—

1123 Broadway, New York.

IT WILL BE SEEN.

## ADVERTISING JOLIET.

The Joliet Business Men's Association, of Joliet, Ill., whose motto is "Come to Joliet," sends out the following letter:

DEAR SIR—Every wide-awake man is interested in knowing all there is to know of the business advantages and opportunities about him.

When any city presents especial inducements for factories, he is at once interested, because factories make business.

Joliet is the best business center in the West. It is directly connected with every railroad running into Chicago over the E. J. & E. (outer belt line), which also practically encircles Joliet, and reaches all factory sites. It lies on the Michigan Central, Chicago & Alton, Chicago, Rock Island & Pacific, Atchison, Topeka & Santa Fe railroads, and the Illinois & Michigan canal. Its switching service is quicker and cheaper than Chicago's. Its freight rates the same. It has solid rock foundation, which is a great saving to heavy and rapid-movement machinery. The best of building stone is right at our doors. It is right in the best part of the great coal fields, which makes the best fuel cheap.

It already has under way one of the greatest water powers in America, which will be ready to furnish electrical and other power by July 1. The great sanitary canal, just opened, has made available still greater power, which only requires time for development.

We have a very high-class labor population. We have the largest manufacturing population and more skilled mechanics than any city in the State outside Chicago. Most of them own their own homes, and are happy and contented. We have never had an organized labor strike of any importance, and have not had a labor disturbance for seventeen years. These facts speak eloquently for the common sense and equitable temper of our people—employers and employees.

We have the best schools in the West. Public improvements have made immense strides. Our business men and our city government work in harmony.

Our association will be glad to welcome you or your representatives at any time. Committees will be in waiting to show you about our prosperous city, and demonstrate the many advantages we have to offer. For further information, write the secretary. All communications will be held strictly confidential.

## BOOTBLACK PUBLICITY.

In Paterson (N. J.) the following circular was recently distributed: The Yale Shoe Blacking Parlor, corner Market and Paterson streets, near Bud's Parlor, 49½ West street, near Broadway, where you can get six shins for 25 cents, three russet or three patent leather, by purchasing a coupon ticket, and they are good in either place. The bootblack of to-day must be a professional, and not the youth you meet on the streets with a box who gives you a polish not as good as you could do yourself. "Our Shine" is put on to stay by those who know how, a hard, durable polish, that will last three times as long as the other kind, and it will cost you less. Our places have every comfort, easy chairs, heated, and everything

to make it pleasanter than being seated on the sidewalk, or braced up against a building. Our material softens and preserves the leather. Shoes under our care last one-half longer, and only the best goods known are used in our establishments. Ladies and children, special attention given to their shoes. We call at your residence or office, get your shoes shined and return them promptly without extra charge. A postal card will do it. We are responsible, and will fulfill any agreement made, and are open for suggestions where we can cater for your comfort. Hoping you will give us a call, and tell your friends and neighbors, so they can do the same, for the best shine to be had in the city. Do not sit outside in the wind and cold, as your health is your fortune, but call at the Yale or Bud's Parlor.

EVENTS seem to be demonstrating that whatever might the trusts may possess, they do not feel that they have the power to dispense with advertising.

## Classified Advertisements.

*Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

A DVERTISEMENTS for the EVENING POST, Charleston, S. C.

A DVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

WANTED—Good advertising solicitor, by large farm paper in Mississippi Valley. "AGRICULTURE," care Printers' Ink.

ORDERS for 5 line advertisements 4 weeks \$10. in 100 Illinois newspapers: 100,000 circulation weekly; others western weekly papers same rates. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes Printers' Ink for one year.

## ADVERTISING PUBLICATIONS.

B RAINS should be read by every merchant and adman. Sample copy, 10¢. BRAINS, N. Y.

## MAILING MACHINES.

THE BEST, a labeler, 700 pmt., is only \$12. R.F.V. ALEX. DICK, 43 Ferguson Ave., Buffalo, N. Y.

## ILLUSTRATORS AND ILLUSTRATIONS.

SUPERIOR engravings; promptness; lowest prices. ART ENGRAVING CO., Washington, D. C.

## ZINC ETCHING.

THE deepest, sharpest and most durable zinc cuts. Kind that advertisers like. STANDARD, 61 Ann St., New York.

## LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 595 Broadway, N. Y.

## STEREOTYPE OUTFITS.

STEREOTYPE outfits \$17. nn; Hot and Cold processes included; make your own cuts in white on black and Granotype, no etching, send stamp. H. KAHLER, 240 East 33d St., New York.

## ADDRESSES FOR SALE.

40,000 ADDRESSES, new and reliable, alphabetically arranged, including attorneys, dentists, druggists, physicians, students, \$1. MARSHALL & BRUCE CO., Nashville.

HOLIDAYS IN CANADA.

TORONTO's, coolest city in America. Convenient 12-room furnished house to let for summer. Piano, garden, trees, gas range. \$40 month. J.D. WARDE, Parliament Bldgs., Toronto.

PREMIUMS.

**R**Eliable goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. ill'd b't price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N.Y.

ARTISTIC PUBLICITY CONTEST.

**P**ROFITABLE ADVERTISING, "The Advertising Trade Journal," offers \$375 in cash prizes for best original newspaper and magazine designs. No restrictions. Five competent judges. Valuable publicity for all competitors. Send for printed prospectus giving particulars and requirements of the contest. Address PROFITABLE ADVERTISING, Boston, Mass.

ADVERTISING NOVELTIES.

A D-PAPER WALLETS. Write to CHICAGO ENVELOPE CLASP CO., Niles, Mich.

TRICYCLE wagons for merchants. \$40; lettered to suit. ROADSTER SHOPS, Camden, N.J.

FOR the purpose of inviting announcements of Advertising Notations likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

BOOKS.

A POSTAL CARD will get our wine cookery book and price list. If you like good things to eat and drink send for it. C. E. SWEEZY, with Brotherhood Wine Co., New York City.

ONE cent isn't much to pay for an advertising scheme that will net \$25 to \$100 to any solicitor or printer. We have published a book of 100 such schemes which we sell for \$1 prepaid. E. R. GARDNER, Atlan-Je, Iowa.

GET rich in the mail-order business. Our new volume contains nearly 200 pages of important practical information made by an adept of long experience. Postpaid \$1, cloth bound. SAWYER PUB. CO., Temple Court, N. Y. City.

PERFECTING PRESS FOR SALE.

PRINTS and folds: 6, 7 or 8 columns, 4 or 8 pages, 8,000 to 10,000 per hour—with full stereotyping outfit. Press is guaranteed by the makers and prices may be all practically free. Will sell at low price and easy terms. Full particulars of C. F. DAVID, Abington, Mass.

NEWSPAPER BARGAINS.

**\$2,750** SPOT cash buys a reliable weekly proposition in an Illinois county seat town.

\$800 cash down—balance on easy terms—buys a good weekly property in a Florida county seat town.

\$1,500 or more cash—balance on easy terms—buys a splendid weekly property in Southern New Hampshire.

\$1,750 buys a hustling weekly property in Oregon. Easy terms to the right man.

\$2,500 buys a profitable weekly and job business, well situated, 75 miles from Albany.

\$1,500 down in N. Y. State weekly doing a good business. Great bargain and easy terms, too.

\$1,000 cash down, balance on easy terms, buys a thriving weekly in a fast growing New England town.

\$3,500 buys a reliable Democratic weekly in Wyoming. Shows a profit of \$1,300 a year.

Fine weekly proposition is open in New Jersey, brought about by the sickness of the proprietor. Must be seen to be appreciated.

\$12,500 buys a good daily property in New England—\$8,000 or more cash down.

Dailies and weeklies in 38 States. Send for my special list.

Wanted by clients, good weekly properties—especially wort from \$2,000 to \$6,000 in the Eastern States and West. Also good daily properties.

C. F. DAVID, Abington, Mass., Confidential Broker, and Expert in Newspaper Properties.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, just issued—1900. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

ADDRESSES.

WE furnish names and addresses (mixed, not classified), printed on gummed paper, for \$1 per 1,000. We can furnish written lists of any class of people arranged by counties or State. Tell us what you want and we will tell you what it will cost. H. STREY, Plano, Ill.

**C**REATE business without expensive newspaper advertising. Use Carter's classified addresses. Only house in the world furnishing names not to be found in directories. Have you a remedy for cancer, catarrh, deafness, dyspepsia, kidney troubles, nervous troubles, rheumatism, skin diseases, etc.? Do you want agents to sell your goods from house to house? We have America's population classified according to afflictions, occupation or condition. Can address young envelopes or wraps. Capacity 100,000 daily to exact specification. Prepare and file any class of names, envelopes or wrappers, plain or printed, address the latter and attend to mail if desired. State specifically what you have to sell, how you want to sell it. We will reply by return mail with full information that will make your business a success. FRANK R. CARTER, 12 East 42d St., N. Y.

FOR SALE.

JOB printing office for sale cheap. VICTOR RAINBOLT, Bloomfield, Indiana.

EDALS sold, bought or exchanged. ROBERT SNIDER CO., Medalists, 145 Fulton St., N.Y.

STONEMETZ perfecting press and stereotyping machinery, 5,000 per hour, four or eight pp. cheap; \$1,000. ENTERPRISE, Brockton, Mass.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

FOR SALE—an old established trade paper in a fine Western city. Paid circulation 10,000. Handsome advertising patronage, which is all the time on the increase. Complete plant except press. Price, \$1,000 net cash, balance satisfactory securities. A man with some push can carry the business in two years from the day of purchase. About \$3,000 in good advertising and subscription accounts now due the journal. These go to the purchaser. This is a gift-edge opportunity. Don't answer unless you mean business. Address "534," care Printers' Ink.

FOR SALE—Trade newspaper of highest grade in the Central West, gross income for a series of years approximately \$50,000 per annum, net income averaging 3% percent of that amount; is steadily growing in value from every standpoint; no indebtedness; present owner desires to retire from active business; \$25,000 cash required, balance from net earnings at moderate rate of interest. Applicants must present satisfactory evidence of financial responsibility to receive attention. Address A. M. POLAMUS, 416 N. Humphrey Ave., Oak Park, Chicago.

ADVERTISING MEDIA.

THE EVENING POST, Charleston, S.C.

SUBSCRIPTION premiums wanted. FARM AND TRADE, Nashville, Tenn.

## PRINTERS' INK.

23

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

KEEP your eyes on FARM AND TRADE, Nashville, Tenn. It's growing. Only 10c. a line now.

40 WORDS, 5 times, 25 cents. EXTRAPRIZE, Brockton, Mass. Circulation exceeds 6,000.

A DVERTISERS' GUIDE, Newmarket, N. J. 9c. Line. Circle 4,000. Close 24th. Sample free.

A NY person advertising in PRINTERS' INK to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

S. E. CLARK, 39 N. 9th St., Phila., rec'd 1,232 cash orders from adv., costing \$21,121, in PATHFINDER, Pathfinder, D. C. Cr. 30,000; rate 10c. Try it.

A WEB perfecting press, hototype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

THE Southern farmer boy swears by FARM AND TRADE, Nashville, Tenn., the only paper in the world published in his interest. 10c. per agate line.

TO reach the prospective farmers of the South try FARM AND TRADE, Nashville, Tenn.; 10c. per agate line. Forms close 25th of month preceding date of issue.

THE only farmer boys' paper in the world is FARM AND TRADE, Nashville, Tenn. If you want to reach that class the best and only medium is FARM AND TRADE. Rates 10c. per line.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,003 weekly, among wealthy ranchers; growing rapidly; 5c. agate line; no merchandise ads.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$65; 300 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

A BOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and if it is in the right paper, your advertising will pay. Correspondence solicited. Address: THE GEO. P. KOENIG ADVERTISING AGENCY, 10 Spruce St., New York.

DEU HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1850, proves a circulation exceeding 30,000 copies weekly. Rate, 70 cents per inch or 10c. per insertion. Discount, 10 per cent on 100 inches; 15 per cent on 300 inches; 20 per cent on 500 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or OTTO KOENIG, Eastern Agent, 237 Park Row Building, N. Y.

THE HOME MAGAZINE, OF NEW YORK, is in its fourteenth volume, having been started as the Commercial Traveler's Home Magazine. Two years ago the name was changed to THE HOME MAGAZINE, and the office removed to New York City. Since then the energies of the MAGAZINE have been devoted more to pushing the circulation than toward building up the advertising patronage, upon the principle that circulation is absolutely essential to give advertisers satisfactory results on their business.

The circulation of the May issue was 75,000 copies, actually, of which over 40,000 are regular subscribers and the balance news stand sales, exchange and advertising copies. A feature about our circulation is that we deal direct with the news trade outside of the American News Co.

Our rate is \$ 0 per page or 40 cents per agate line.

We want your business because our circulation will bring you results.

Send for copy and you'll be greatly pleased with it. THE HOME MAGAZINE, 93-99 Nassau St., N. Y. City.

## SUPPLIES.

FREE sample of Metal Flux sent on request. Lengthens life of metal, saves waste, stops blowholes. AM. METAL FLUX CO., Detroit, Mich.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

## TRADE PAPER FOR SALE.

FINE mercantile weekly, clearing \$5,000 above all expenses and owner's salary, can be bought for \$20,000. Profits can be doubled. Give references. E. P. HARRIS, 150 Nassau St., N. Y.

## NEWSPAPERS FOR SALE.

COUNTY SEAT paper in New Jersey. Circulation of 1,300, all local. Carries 27 columns of advertising. A business making \$2,500 profit for \$3,000. References required. E. P. HARRIS, 150 Nassau St., New York.

CENTRAL NEW YORK suburban paper, making \$3,300 yearly, for \$6,000. Large local circulation. Good advertising and job patronage; well equipped plant. References required. E. P. HARRIS, 150 Nassau St., New York.

WEEKLY in Maine. Exclusive field. Good business; \$2,000 profit under indifferent management. Profits could be almost doubled. Capital worth \$5,000; \$24,000 or less necessary. References required. E. P. HARRIS, 150 Nassau St., New York.

## NEWSPAPERS WANTED.

WANTED—Newspapers in Eastern cities. In city of 20,000 by man with \$5,000 cash, good territory and business.

In city of 50,000 or more. Prefer one with poor plant. Purchaser is thoroughly responsible. E. P. HARRIS, 150 Nassau St., New York.

## ADVERTISEMENT CONSTRUCTORS.

EDITH R. GERRY, 111 Nassau St. Ads. Booklets. Pictures.

A D A DAY \$10 a month. GEORGE H. HAYWOOD, 9 Amity, New London, Conn.

100 COMPLETE Shoe Ads. all new, for \$2. G. R. NYFERT, 48 S. 9th St., Columbus, O.

A DS \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

6 ADS, any size, 50 cents. Send me a little data, size your space and fee. Your money back if they don't suit. GREENE THE ADMAN, OH City, Pa.

If you are undecided as to the wording of your advertising, write me your troubles. Don't send stamp but particulars. J. T. ALLINSON, Yardville, N. J.

\$1.50 PER month, one ad per week. If they don't suit, don't pay. Simple. Write me. GREENE THE ADMAN, First Nat'l Bank Bldg., OH City, Pa.

EVERY one believes his eyes in preference to his ears, and for this reason I find samples of things made for others by far the best salesmen I can keep on the "road." I make catalogues, price lists, booklets, folders, circulars, pamphlets, newspaper and magazine advertisements, etc., in short, trade literature of every sort. I gladly send liberal collections of my samples to possible clients interested beyond the postal card limit. FRANCIS L. MAULÉ, 462 Sansom St., Philadelphia. I make rather unusual things as a rule.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter than any other house in the country is in the business.

I make the fashion in typographical display I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York

# We Control the Privileged

of outside step-riser signs (as per illust.  
N.Y., cars, two on each car. Contracts

SIZE OF STEP-RISER SIGNS



These signs are not only seen by all who get on the cars, but by everybody in the streets as well. A great opportunity to cover the entire city at a moderate cost.



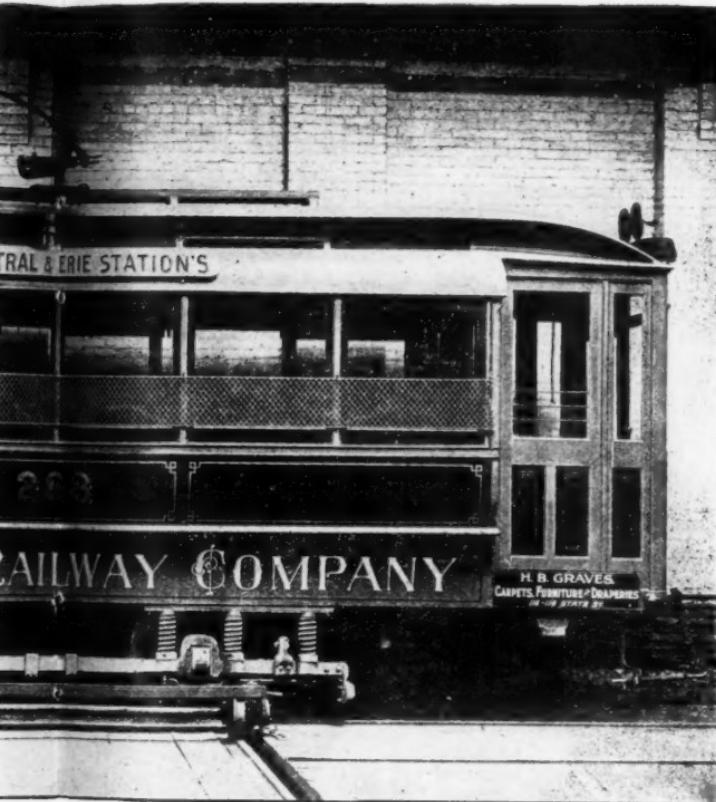
For rates, etc., address or apply to

**George Kissam & Co.**

vilege...

per illustration of "Ivory Soap") on the Rochester, Contracts for one or more years can now be placed.

RISER SIGN 9 X 30 INCHES.



Step-Riser signs to be of enameled iron insuring attractive permanent colors and quality.



**POSTAL TELEGRAPH BUILDING, NEW YORK**  
**16 STATE STREET, ROCHESTER, N. Y.**



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**Editor** Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**Editor** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$10, or a larger number at the same rate.

**Editor** Full page advertising may be for PRINTERS' INK for the benefit of adver. patrons who may, on application, obtain special confidential terms.

**Editor** If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

#### ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.  
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.  
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, JUNE 6, 1900.

THE advertisement of the Northern Steamship Company, in the June magazines, makes an excellent impression.

MR. W. R. HEARST, of the New York *Journal* and San Francisco *Examiner*, will start a new evening paper in Chicago on the 4th of July. His paper will also put out a Sunday issue.

ON its front page of its issue of May 15th the *Advertising World* (Columbus, O.) publishes a portrait of Mr. Sam E. Whitmire, the advertisement writer. If Whitmire were as handsome as he is clever he would be a veritable Apollo.

MR. SAMUEL SAWYER has written, and the Sawyer Publishing Co., of Waterville, Me., has published, a handsome book called "The Secrets of the Mail-Order Trade." The volume sells for a dollar, and PRINTERS' INK has no hesitation in saying that it is well worth considerably more than its price. Every phase of the subject appears to be thoroughly and entertainingly covered, even to the extent of furnishing formulas for certain popular mail-order preparations. The prospective mail-order advertiser who absorbs the practical facts and information set forth in this book has secured an equipment that should aid him greatly in capturing success.

AN ad that has brought satisfactory business when inserted in one medium is as good an ad as you can find to use in all mediums adapted to the goods to be advertised.

THE Pillsbury-Washburn Flour Mills Company, of Indianapolis, Minn., offers cash prizes aggregating \$800 and ranging from \$125 to \$5 for the best recipes calling for Vitos, the company's breakfast food, to be submitted before July 15, 1900. This appears to be an excellent method of arousing interest in the product.

*Lippincott's Monthly Magazine* has been becoming a very interesting publication of late. It still retains the complete novel, always by a well known author, and its smaller articles now also possess the same distinction. The American Newspaper Directory rates *Lippincott's* circulation at exceeding 20,000. Only the publishers themselves know whether it exceeds this figure.

MR. WILL PHILLIP HOOPER, whose studio is at 59 Fifth Avenue, has for several years prepared the sketches that illustrate the Rogers, Peet & Company advertisements. He also conducts a syndicate service for retail clothiers throughout the country. By means of this service the character and effectiveness of this sort of advertising has been improved and elevated perceptibly. For the purpose of bringing his patrons into touch and renewing with them the good fellowship that naturally grows out of profitable business relations, Mr. Hooper recently entertained them at the Waldorf-Astoria. This was on the evening of Tuesday, May 29th, and was an occasion to be remembered not only on account of the gastronomic success achieved but also for the suavity and grace with which the witty and forcible Hooper presided. He exhibited that aplomb which fits so well the man who is conscious of the good service he renders others and realizes that at the same time he is benefiting his bank account to a degree that is cheering.

OFTEN a good ad of entirely different goods will suggest ideas which can be worked over into an effective announcement for the reader's own business.

*The Review of Reviews* has been investigating its subscription list and finds that forty-five per cent of the names are those of women. Quite a proportion of the copies addressed to men probably also go to women. The *Review* has generally been regarded as a man's magazine, but the fact that it has brought excellent results to advertisers of women's shoes, books on maternity, household games and similar articles appealing to women, taken in connection with the feminine character of the subscription list, appears to indicate that this is a wrong impression. It remains true, however, that as a medium for cigars and other articles for men, this publication has proved very valuable.

PUTTING a "date limit" on the proposition contained in an advertisement frequently tends to diminish the announcement's usefulness by a large percentage. Many who greatly desire the article they see advertised are unable to secure the money within the specified period and are thus compelled to forego the purchase. In the country districts especially is this often the case; the average farmer is perhaps as well-off as the average workingman in the city, but the latter handles money more frequently and is better able to secure the necessary dollar or two at a pinch. In other cases the man or woman is paid only by the month, and if the proposition comes to him between two pay days and has a date limit expiring before the next pay day, his trade is lost. Other circumstances that make date limits affect the value of advertisements containing them are family sicknesses calling for the expenditure of all the family cash on hand, or such events as the coming of circuses, theatrical troupes and the like. The proposition which without a date limit would be put aside for a more opportune time becomes under these circumstances entirely neglected.

THE best circular is a newspaper that circulates.

*Current History*, a monthly issued at Boston by the Current History Company, at fifteen cents a number, or \$1.50 a year, aims to give the news of the day according to its relative importance. It is a very interesting and valuable publication, illustrated by pictures of the people who are making the history of the day. The American Newspaper Directory, in the absence of definite information, estimates the circulation per issue as being in excess of 12,500 copies. It certainly deserves several times as many.

#### THE FIFTH SUGAR BOWL.

Mr. T. F. Kennedy, the gentleman who sends out the advertising orders of the Geo. P. Rowell Advertising Agency, furnishes PRINTERS' INK with the following list of weeklies believed by him to be eligible to win the Fifth Sugar Bowl. That prize, it will be remembered, is to be awarded to the weekly paper, which, all things considered, is believed to give an advertiser a better service, in proportion to the price charged, than may be had from any other weekly paper issued in the United States:

- Atlanta, Ga. .... Constitution (weekly).
- Boston, Mass. .... Christian Endeavor World.
- Chicago, Ill. .... Ram's Horn.
- Cleveland, Ohio. .... Farmer.
- Kansas City, Mo. .... Star (weekly).
- Memphis, Tenn. .... Commercial Appeal (w'kly).
- New York, N. Y. .... Christian Herald.
- New York, N. Y. .... Collier's Weekly.
- New York, N. Y. .... Family Story Paper.
- New York, N. Y. .... Fireside Companion.
- New York, N. Y. .... Outlook.
- New York, N. Y. .... Sabbath Reading.
- New York, N. Y. .... Tribune (weekly).
- New York, N. Y. .... World (weekly).
- Philadelphia, Pa. .... Forward.
- Philadelphia, Pa. .... Sabbath Reading.
- Philadelphia, Pa. .... Sunday School Times.
- St. Louis, Mo. .... Globe-Democrat (weekly).
- St. Louis, Mo. .... Republic (weekly).
- Toledo, Ohio. .... Blade (weekly).
- Utica, N. Y. .... Saturday Globe.
- Washington, D. C. .... National Tribune.
- Williamsport, Pa. .... Grit.

Communications from readers of the Little Schoolmaster, showing errors of omission or commission in the foregoing list, are solicited. Every weekly not mentioned above, and deeming itself eligible, is invited to set forth the facts in a letter to the editor of PRINTERS' INK.

## THE TESTIMONIAL HUNTER.

"How do I get them? High-class testimonials, you mean? Let me think. In a sense, I may be said to run a factory. And yet I would prefer to say briefly, and comprehensively, I get them by my wits."

"But we want to know specifically."

"Specifically, it will be a long story."

This was said meditatively by a sprightly little woman who is the representative of a patent medicine house, and had been asked to explain the seemingly mysterious methods employed in securing the pictures and testimonials used in advertising. What could possibly induce the governor of this State, the mayor of that city, and women in private life to testify to benefits received from patent medicines? she was asked and presently came the answer.

"It is my business to gather these pictures and testimonials, and I have been at it several years. With these years of experience whatever the difficulties may once have been I may say that now it has been reduced to a science. Perhaps you have noticed that in some of the largest cities we run each spring a two-page advertisement, one of the pages being brightened with the faces of local celebrities, while the other is solid with parographic laudatory remarks from wholesale and retail druggists. I have been told that away back before my time, money used to change hands in the securing of these, not from the company direct, understand, but from its representatives' rather large salary and expense accounts. Be that as it may, we manage things better now. There are few men or women, be they ever so strong-minded and self-reliant, and no matter to what heights they may have arisen through the possession of these very qualities, who have not some weak points in their characters and who have not also some friend who can strike them safely and surely. It is my part to choose the people whose testimon-

ials we want, discover their weak points and become the intimate friend of their friends. The process is simple, though not easy. Sometimes it is a business man who thinks himself shrewd in getting a half-column illustrated advertisement of himself and his business at no cost to himself. He does not want or need the medicine probably, but some kind friend can easily make him see that thousands of people must read our advertisements or we would not keep paying out money for such an amount of space. Of course people cannot read our advertisement when we print his testimonial without learning about his business as well. It is easy enough to word the little paragraph in which he pays his respects to the remedy in such a fashion that only the most painstaking reader would ever guess that he had not actually ever tasted the stuff he recommends.

"Perhaps it is a good-natured man with an eternally imperious friend whom he is always helping over financial snags. How could there be an easier way of helping that friend to earn possibly \$25 than by letting him have a photograph and his signature to something which he has not time to read, but which his friend assures him is thoroughly unobjectionable? Then again it is the man who has never had his portrait published, but has always had a sneaking desire to see what it would look like. He falls an easy victim to the graphic representation of the unusual amount of space which will be given in a prominent paper to his face.

"Another man whose photograph is easy to secure is the over-economical business man. He probably has no use just now for the bait held out, the pen and ink sketch framed if he likes, and the original zinc etching; but he thinks he might sometime, and his habit of never letting anything get away becomes efficient help. Another good way to catch both men and women is an offer of eleven out of twelve photographs which we are quite willing to have taken for any reputable citizen, free, at the best studio in his

town. In short, every man has his price. The minister is helped to a friendly feeling by a timely contribution to the needs of his church. The philanthropist is rendered willingly helpful by generous assistance in pushing his favorite fad. The politician is induced to think that it is well to keep his face before the public in and out of season and is told that it is very democratic to announce publicly that he takes a popular remedy when he needs toning up instead of wasting his money on some high-toned doctor. The hypochondriac is coaxed into actually imbibing the medicine.

"There is little difference in the method of getting what we want from either man or woman. It is a difference of character, rather than of sex which we have to study. The thing is to get the chosen victim interested. This must chiefly be done through intimate friends. We sometimes have trouble, though not so often as one might suppose. I remember back a couple of springs, when we published the annual announcement in the Chicago papers. The work was done in this way: We paid a morning paper a good round price to furnish and print once two pages of brand new matter, illustrated and made up in the regular way. The newspaper hired a reporter for a stipulated sum to turn in the matter subject to its approval. The young man hired in turn a young woman whose business made her acquainted with most of the prominent business men and politicians to suggest to him whom he should approach for pictures and testimonials and how. In less than ten days the thing was accomplished. Six pictures and testimonials had been obtained from semi-public men, and all the wholesale and retail druggists in the city had been marshalled into line. The two pages were printed in this morning paper. Two weeks later, when all the advertising men from the other city papers had made the necessary contracts, the same thing appeared in every newspaper in town. Then it was that a storm broke. It seems that the young man, anxious to break his record for do-

ing the thing up quickly, and perhaps wanting to collect his money and take a rest, had told each of his testimonial givers that the portraits and remarks would be put by him only in his own paper. It seems that when the two pages first appeared, the pictured gentlemen were most unmercifully guyed by their friends, and fearing a repetition of the fun, they descended in a body, fighting mad, upon the office of the newspaper. Then it was that I earned my salary. The newspaper sent the men to me, saying that it had fulfilled its contract and refusing to assume any responsibility for the subsequent publication. I treated them royally, deplored the error, and promised that it should not occur again. This was easy, since we would not have used the stuff again anyway.

"Recently I was put in a more difficult position. In sending me to a large city our superintendent gave me the name of a woman who he had learned would be extremely useful in securing illustrated testimonials through her large acquaintance, which had been gained chiefly by alleged philanthropical work. I think that subsequent revelations will show that I use the word *alleged* advisedly. To save time, I was recommended to see this woman at once and get her help. I did so, and the testimonials fairly snowed in. As she was so highly recommended by my own employers I was a little lax and did not try to discover her methods. So long as the signatures and pictures went together, I took the rest on faith. Fortunately we were a little slow in the home office about that time, and had only published one of the batch, which I had paid well for, when the lady's methods were, in a measure, exposed. The signatures were authentic, and the photographs were all right, but in most cases the women who had lent their names and pictures did not know exactly what was to appear under them, and understood that the money collected was being given by our company to this woman for her philanthropic work, and that she wished to do us a good turn in payment. Prob-

ably if the woman had not been so grasping as to sell these testimonials which were definitely procured for us, to other makers of proprietary articles, some of them not of the best character, nothing would have happened."—*N. Y. Sun.*

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**PRACTICALLY UNLIMITED.**

The possibilities of judicious advertising cannot be overestimated, for they are practically unlimited.—*Martinsburg (W. Va.) World.*

**KEEP DIGGING AWAY.**

"A wee bit of a 'dago' called at my home early one morning to sell me oranges and bananas," said an advertiser recently. "He didn't sell me any, for I happened to be stocked. But he came back again a morning or two afterwards. He made a sale that time. And I thought when that little fellow left with my coin that what people won't buy to-day, they will buy tomorrow, next day, or possibly not till a month after, and the only way to get their trade when they are ready to buy is to keep on telling them day after day that you are still ready to do business with them."—*Mail Order Journal.*



RATHER PRETTY.

## A BUSINESS FOR WOMEN.\* By Oscar Herzberg.

The emancipated woman has entered many trades and professions, and shown her ability to successfully compete with men in almost all of them. There is one business, or, rather, profession, in which she is calculated to shine, but which she appears hitherto to have overlooked. I refer to the advertising business—the business of popularizing goods with the public, or increasing the sales, through the press, of articles already popular. The successful people in this business are in receipt of large salaries. But, with rare exceptions, they are all men.

Conservative estimates place the bulk of newspaper advertising, by which is included advertising in all printed publications, at about \$200,000,000 annually. A considerable portion of the amount so spent brings little or no return. Successful advertising is largely a matter of good judgment allied to correct intuition. The man or woman who best understands his kind writes the best advertisements, advertisements that take note of people's prejudices and consequently offend no one, while at the same time making a strong and convincing appeal for patronage. It is universally acknowledged that a woman's intuition is more correct than that of a man. A woman would, therefore, be eminently calculated to shine in an art that is founded directly on human nature, and in which the most successful are those who know their fellows best.

The advertising business may be divided into two parts, viz., the advertisement writer and the advertising agent. The latter business is that of placing advertisements in newspapers, and presupposes the possession of certain technical knowledge which can only be acquired by persons in the business. The advertisement writer, however, need know but

little of technical details, and so we will concern ourselves exclusively with him or her.

The qualifications of a good advertisement writer are a fair knowledge of character and human nature, some literary skill, and ideas. Outsiders often consider the literary skill of supreme importance, yet it really cuts but a small figure. The advertisement writer must have the capacity, when she is writing an advertisement, of putting herself in the place of the purchaser of the article and considering what reasons or arguments would appeal to her if she were that purchaser. She must then write an advertisement embodying these reasons and arguments in a brief and concentrated form. She must study herself, so as to get an insight into character. For instance, she will find that pictures immediately attract her attention and interest. From this she can readily infer that they have the same charm for other people, and resolve to utilize them in all the advertisements she writes.

How can a woman proceed? It is always difficult to give concrete advice, for individual cases vary. But the woman who has been interested in this article should study the advertisements in *Woman's World*; let her also study the announcements in her daily paper. This study will give her more insight into advertising than a volume of suggestions. Let her remember that each article has some distinctive merit that is to be harped on constantly until it is burned into the public mind in connection with the article; let her remember that brevity is always necessary; let her study the journals devoted to the subject. Then, when she feels she is able to make an attempt, let her make it, and send it to the advertiser. Perhaps he will send it back. He will surely do so unless it is exceptionally brilliant, for other people are supplying him with good work. If success appears to crown the woman's efforts, she can apply to the advertising agencies in her city for work. In most cases they will be glad to give her a trial.

\*This article was published in the *Woman's World*, now the *Gentlewoman*, in 1896. It was not deemed suitable for reproduction in PRINTERS' INK at that time; but as in the interval numerous inquiries have come to the Little Schoolmaster from women as to how to enter the advertising business, it is here reprinted for their information.

The amount paid for writing advertisements varies greatly, the valuation that the advertiser places on the idea in most cases determining the price. Some newspaper advertisements are written for as low as a dollar each, while the price of a large illustrated advertisement—for which the advertisement writer must engage an artist—is often in excess of \$100.

This article is intended merely as a suggestion to bright women that there still exists a field almost exclusively occupied by men in which women are calculated to succeed. How to do so each woman must discover for herself.

#### KEEPING THE HOME TRADE.

Here is a clever ad placed in the trolley cars running in a city a few miles out of New York and to smaller places in the vicinity:

Crowded Cars,  
Rough Clerks,  
Lots of Dirt,  
Big Prices,  
Tired Out.

#### THAT'S SHOPPING IN NEW YORK.

Light Store,  
Easily Reached,  
Polite Service,  
Big Assortments,  
Fair Prices.

#### THAT'S SHOPPING AT —'s. —Dry Goods Economist.

#### SOLICITING BUSINESS.

The office of Mr. R. H. Russell was thrown into excitement the other day, says *The Critic*, by the receipt of a letter addressed to John Bunyan, Esq., in Mr. Russell's care. At first there was some hesitation about opening the letter, but after consultation it was decided to break the seal and investigate, for, as some one suggested, while it could have been addressed by an accident to Mr. Bunyan, the letter inside might be intended for Mr. Russell. But no; instead it bore the inscription "John Bunyan, Esq., care Mr. R. H. Russell, 3 West Twenty-ninth street, City," and read as follows: "Will you not give me an order to send you all the reviews and notices which are now appearing about your new book? My Press Clipping Bureau, which reads every paper of importance published in the United States, and through its European agencies all the leading papers published in Europe, could send you day by day every newspaper article which appears. My business is acknowledged to be the most complete and reliable Press Cutting Bureau in the world, and if you give me an order, I am sure you will find my services satisfactory. I remain, yours faithfully, Henry Romeike." Inclosed in the envelope was a clipping from the *Denver Republican*, on "The Life of Mr. Badman," by John Bunyan, and referring also to the same author's "Pilgrim's Progress."

#### OUT OF PLACE.

"That new advertisement writer is no good." "Why?" "Here's an advertisement which he wrote of our famous natural mineral spring water, and at the bottom it says: 'Address the manufacturers.' —Roscleaf."



#### THE "COMFORT" CHAIR

The "Comfort" Reclining Swing Chair is what you ought to have for the porch and lawn during the coming season.

It is easier and more comfortable than a hammock, takes up less room, is not in other people's way, and can be easily moved from place to place just as an ordinary chair would.

It lies down in it, or sit up in it, or swing in it with but the slightest effort.

It instantly responds to the slightest movement of the occupant.

It is light, but strong and durable in appearance.

For shipping and storing it can be folded into a compact space of only 4½ by 11 inches.

Order at least one of these Chairs now and get the full benefit of it during the summer months.

At your furniture dealer for them. If he doesn't handle them, we will send you one for \$4.25, cash with order, f.o.b. Chicago, or \$4.75 freight prepaid to all parts of the United States east of the Rocky Mountains and north of North Carolina and New Mexico.

HAGGARD & MARCUSON CO., 418 South Canal Street, Chicago, Ill.

THE ADVERTISEMENT HERE REPRODUCED INDICATES HOW AN EXCELLENT EFFECT MAY BE PRODUCED BY UTILIZATION OF THE MOST COMMONPLACE MATERIALS. THIS ANNOUNCEMENT "STOOD OUT" EXCELLENTLY ON THE MAGAZINE PAGE FROM WHICH IT WAS CLIPPED, YET THE RESULT WAS ACCOMPLISHED MERELY BY DUPLICATION OF A SIMPLE PICTURE.

## BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

**BIG** in value, small in price.

To go the best one better is our daily effort.

STEP in and see how much can't be seen elsewhere.

Our prices make buying elsewhere costly for you.

The air of being "just right" is all over these garments.

PASS our doors and you pass a privilege to save money.

EVERY value we offer you can be classed as a "leader."

HARDWARE intended for hard wear—our torches and oilers.

EXTRAVAGANT prices and exorbitant profits are strangers here.

It's easy buying where you know you get only the best to be had.

CLOTHING made to please the lads and priced to please the parents.

We have a sort of pride in fitting men that other houses can't please.

FIT is our strongest point—if any point is stronger than another here.

THE kind of bargain suits any man can wear without losing his self-respect.

If there were a better hat than the Stetson we would sell it, but it's the best.

THESE hosiery bargains are not extraordinary here. They would be elsewhere.

WISH we could give types a stentorian tone. Our values justify a noise—a loud noise.

FEW ocean liners point their noses this way without having cases of goods aboard for Gimbel's.

Two of a kind at \$1 a pair. If you want to get on a good basis, get into a pair of our \$3 shoes.

Just the sorts you'd choose for the warm days and about the last you'd look for under price.

BEST thing about buying at Wanamaker's is the fact that you can't buy poor goods at any price.

THE Raglan at \$16 represents the maximum of overcoat wear, dignity and fashion at a minimum price.

THE stock starts with something for the toddler just walking and climbs the steps of boyhood, clear up to youth.

DON'T stand in your own light. A torch that is "good enough" is not good enough. The best is none too good for you.

ALL sorts of underwear, from the thinnest of the thin to the heavier sort some hypochondriacal bachelor must have.

If there is any reason why you should buy any particular make of shirts, there is every reason why you should buy Tooke's.

We make no statements we cannot substantiate, offer no values we cannot show, quote no prices we are unable to make good.

Costs only half as much as a first-

class tailor would charge, and you are absolutely certain about the general effect beforehand.

THE object of this store is to furnish good clothes, not cheap clothes. We are not aiming at the lowest price, but at the highest quality.

BECAUSE our goods are finer and our styles more correct, do not imagine that our prices are higher—in fact, they are lower than elsewhere.

DON'T wear an unbecoming coat. Here, in the great Plymouth stock, you can experiment, try on, take home, return, buy another, or get your money.

WE like to dress men all their lives. Reasonable to suppose, then, that we take unusual pains with the first knickerers—with all clothes for little gentlemen.

WE'RE not here to urge you to pay a dollar or so more for your hat than you feel like paying. We're here to provide the very hat you want at the very price you wish to pay.

No trouble to suit you in price, still less in quality, style and fit. We've everything that's fashionable, made up in the merchant tailor's way, color-keeping, shape-keeping and lasting.

Any hat man who is honest will tell you that it is impossible to put more intrinsic value into a stiff hat than three dollars and fifty cents will buy. The other dollar and a half goes for a label.

Our aim is not to sell to you just this time; what we want is to keep you as a permanent customer. Therefore, we wish to satisfy you at any cost. And we think these prices are calculated to do it.

If you are 'round with other men you want to be as well dressed as any of them. This is not so much a matter of taste and money as judgment—judgment in knowing where to buy. Are you familiar with our styles?

CUSTOM tailoring is all well enough for the man who is fussy about a button or a pocket and can afford to spend money on his fussiness. But that custom tailoring is not essential to correct dress, we are prepared to prove.

The proverb says "every tub should stand on its own bottom." This may be good for tubs, but it is bad for torches. Our torches and oilers are made with a metal ridge around the bottom, and they stand on that. This saves the bottom from wear.

OUR name has become synonymous with quick and satisfactory service. We come as cheerfully for a small repair as we would to plumb a six-story block, and do not charge a six-story price either. Calls on shop or house telephone answered any hour of the twenty-four.

FROM the first snip of the shears to the last touch of the pressing iron not a man can put a finger to our goods except a trained, skilled union man at full union wages. That is not a bid for union trade—though we are as glad to wait upon union men as to employ them. It is a simple statement of fact to show that our low prices do not mean underpaid work or anything less than the very highest grade.

ADVERTISING without a plan is like a ship without a rudder.

NOTES.

*Bates' Criticisms* is now called *Current Advertising*.

THE Philadelphia (Pa.) *Record* has just issued a new rate card.

CHAS. E. TAYLOR, a tailor of Springfield, Mass., as a business inducement delivers all suits costing \$10 or over in a dress suit case which is presented to the purchaser.

MR. ROBERT FROTHINGHAM, of *Leslie's Magazine*, accompanied by his wife, intend to spend the month of June in exploring the beauties of the Western part of the United States.

THE American Lithographic Co., New York, has in preparation three plans of "Circulation Builders" involving the giving away by newspapers of fine lithographic supplements.

IN the *Bookman* (New York) for June: "Italian Newspapers," by Frederick Taber Cooper and "The New Leaders of American Illustration" (The Humorous Men) by Regina Armstrong.

THE J. B. WILLIAMS COMPANY, of Glastonbury, Conn., offers \$200 cash in prizes for the best ten photographs illustrating the use of Jersey Cream Toilet Soap. A circular of conditions is issued.

At a meeting of the department men of the Jones Dry Goods Co., at Kansas City, Mo., on April 17, 1900, Mr. J. Logan Jones made an address about advertising, which has just been issued in pamphlet form.

THE Dunlop Pneumatic Tire Co. of Australasia, (Sydney), publishes as a piece of advertising, "The Story of a Remarkable Ride," a history of Arthur Richardson's pioneer bicycle ride around Australia.

In its issue of May 19th the Rochester (N. Y.) *Union Advertiser* publishes a page of 52 parts of the advertisements of 52 local advertisers, and offers a series of prizes for those correctly giving the names of the advertisers.

THE U. S. Court of Appeals has affirmed the decree of the U. S. Circuit Court in favor of the California Fig Syrup Co., against Clinton E. Worden & Co., of San Francisco, enjoining the latter from using the name "Syrup of Figs" or "Fig Syrup" as the name of any laxative medicine.

EAU DE BOTON, one of the best-known proprietary articles in France, has been sold for 605,879 francs to a person whose name is not disclosed. Among the former owners were Mme. Waldeck-Rousseau, premier of France, and Mme. Charcot, wife of the famous physician.—*National Advertiser*.

THIS year the Chicago directories will be leased to subscribers instead of being sold. The lease contract will contain a promise that the lessees will not let the books out of their possession, and will return them when next year's directories are issued. The directory company has hit upon this plan so as to get all old books out of the way and head off advertising schemes.—*Utica (N.Y.) Herald*.

THE *Advertising World* (Columbus,

O.) tells in its May 15th issue how a dry goods firm in Rome, Ga., gave away a pair of farm horses and a wagon and harness, costing, perhaps, with all the advertising necessary to make the offer widely known, \$500 in all, and secured thereby \$50,000 in their first season's business. The prize was driven about and secured much favorable comment.

AN exportation of forty million dollars' worth of manufactures in 30 days is a record unparalleled for America's manufacturers. That is the record for the month of April, 1900. The details of the April exportations—just completed by the Treasury Bureau of Statistics—show that the exportation of manufactures during that month were by far the greatest of any month in our history and within a fraction of forty million dollars.

JOHN C. SEYLER, advertising manager for H. A. Meldrum & Co., of Buffalo, N. Y., hit upon a happy plan of attracting people to his employer's store during a special three days' sale, held during the month of March. He bought several gross of leather purses and put money in each purse. The sums ranged from five cents to one dollar, and in one purse was put a five dollar gold piece each morning and afternoon of each of the sale days, so that two of the customers were sure to receive a five dollar gold piece each day.—*Advertising World*.

A CONJECTURE.

"Have you read this sermon of the Rev. Dr. Highflyer? It's rank heresy."

"Yes? Perhaps his press agent has recommended heresy as the most effective form of ecclesiastical advertising."—*Brooklyn Life*.

ARRANGED BY STATES.

*Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2 line initial letter. Must be handed in one week in advance.*

CONNECTICUT.

ONLY high grade advertising accepted by THE DAY, New London. It carries the cream of the business only.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

EVERY advertiser should read the story of the wonderful growth of SENECA'S HOME JOURNAL. Mailed on request. No other publication ever developed so rapidly. 150,000 circulation among the best homes in the smaller towns. Rate 60 cents per agate line. Few publications please advertisers so well. W. B. CONKEY CO., Chicago.

MAINE.

FIFTY FIVE years old—1895 biggest advertising paper west of the Mississippi. Rockland, Me., twice-a-week. We want your ad if we haven't it already. No other paper can put it before so many readers in our corner of Maine.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DEMARATS ADVERTISING AGENCY, Montreal.

## CLASS PAPERS.

### ADVERTISING.

**PRINTERS' INK**, published weekly by Geo. F. Howell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

**PRINTERS' INK** aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also covers the use of newspapers as advertising medium. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. **PRINTERS' INK**'s way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time display 50 cents a line. Address **PRINTERS' INK**, 10 Spruce St., N. Y.

### RELIGIOUS.

#### BAPTIST.

**THE GEORGIA BAPTIST**, Augusta, Ga., is read by more than 4,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

### Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**WANTED.**—Case of bad health that R I P A N S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.



### If You're in the Dark

as to how  
to prepare  
your ad-  
vertise-

ments, circulars, booklets and catalogues, write to me for information—I can assist you. The light of years of experience has made the entire subject perfectly clear to me.

The advantage of dealing with me is that I attend to the whole business. I write, illustrate, print, bind and deliver a job complete. I relieve you of all trouble. One order, one check, does the business. Write me and let me know what you want.

**WM. JOHNSTON,**

Manager Printers' Ink Press,

10 SPRUCE ST., NEW YORK

## Montgomery, Ala., 40,000

(CITY AND SUBURBS.)

## The Journal

Only  
Afternoon  
Paper



**500,000 CIRCULA-  
TION,  
Guaranteed and Proven.**

This new and valuable circulation has been obtained in the past two years by wide-spread advertising and giving of attractive premiums.

**\$1.50 PER AGATE LINE.**

POPULAR FASHIONS circulates among 500,000 paid subscribers in

the country and the country towns. It carries a large amount of advertising and

**ALL ITS ADVERTISERS SAY IT PAYS.**

**RECOLLECT!** In all recent estimates made by judicious advertisers as to relative returns and cost of hundreds of advertising mediums, the place at the head of the list has been awarded to POPULAR FASHIONS as yielding the best returns based on the cost. Send orders through your agency or direct.

**POPULAR FASHIONS COMPANY, 79 Fourth Ave., New York City.**

# RURAL LIFE

Issued monthly, a magazine for the farmer and his family (successor to THE WESTERN PLOWMAN), the only magazine of its kind published, will make its appearance June 1, 1900. Every department will be edited by a specialist, and there will be something of interest for everybody to read. RURAL LIFE will carry out all advertising contracts for THE WESTERN PLOWMAN, and has absorbed the thirty-six thousand subscription list which belonged to that popular farm journal. You cannot cover the Western field thoroughly without using the columns of RURAL LIFE.

SEND FOR  
ADVERTISING RATES.

225 DEARBORN ST.,  
25 QUINCY ST., } CHICAGO.

**JULY** The month of vacations, when the camps, summer cottages and hotels are filled to overflowing; have you made arrangements whereby your ad is still with them? If not,

## *The National Sportsman*

is the medium that reaches these people. Write for rates and sample copy.

NEW ENGLAND SPORTSMAN PUBLISHING CO.,  
15 EXCHANGE STREET, BOSTON, MASS.

The Association of American Advertisers recently sent out a letter to the publications of the United States asking:

Are you willing to submit your circulation books and records to the inspection of an accredited representative of this Association at any time without further notice?

The total replies received from Dailies, Weeklies and Monthlies of St. Louis by this Association were ten, of which there were three dailies, four weeklies and three monthlies.

THE CHURCH PROGRESS was the only English Catholic Paper to reply that it was ready to prove that it has an average of 32,000 circulation.

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For sample copy and rates apply to

**J. P. STAMM, Fullerton Building, St. Louis.**

## Center of Population.

The next census will show the center of population of the United States to be in Illinois. Joliet is one of the big growing cities and Will County one of the wealthiest of this great commonwealth, and the **DAILY NEWS** goes directly into the families of a large majority of its 70,000 people. The city and county is rich in manufacturing and agricultural resources. If an advertiser desires to appeal to these people the **NEWS** can reach them as no other medium can. Its advertising rates are low, character and circulation considered.

## *The Evening Journal*

OF JERSEY CITY, N. J.,

Goes into over Thirteen Thousand Families in Jersey City, and is a guest in over eighty per cent of the English speaking households in the city.

Average Daily  
Circulation  
in 1899,

**14,486**

Average Daily Circulation  
for three months end-  
ing March 31, 1900,

**15,140**

## The Baptist Commonwealth

Continuing

THE COMMONWEALTH,  
THE EVANGEL,  
THE ATLANTIC BAPTIST.

Published weekly in the Baptist Capital of the world—Philadelphia. The representative Baptist home-paper of the East. Any advertiser with an article worthy the attention of good people and good homes will find it a medium both satisfactory and profitable. The rate is—LOW. Class of readers—HIGH. Known by those who use it as a good—MEDIUM.

**The Baptist Commonwealth,**

1420 Chestnut Street,

Philadelphia, Pa.

*The Lowest-priced Magazine Advertising in America.  
Figure it out for yourself.*

# NICKELL MAGAZINE



*The Only 5c. Illustrated Monthly Magazine in the World.*

## PAYS ADVERTISERS.

*Here is what one advertiser says:*

*Publishers Nickell Magazine:*

GENTLEMEN.—Please enter our order for another year at price quoted in your favor of Sept. 29, for space of one-fourth page. We prefer not to miss a single insertion, and you are authorized to use our old electrotype until the new design is delivered to you.

The Nickell Magazine has paid us much better than some of the magazines that make larger claims. Wishing you a large share of success, we remain,

OHIO ELECTRIC WORKS, Cleveland, Ohio.

— and “there are others.”

## The NICKELL MAGAZINE

Advertising Rates are very low—30 cents an agate line and \$50 a page, with 5, 10 and 20 per cent discount on 3, 6 and 12 months' orders. Circulation claims guaranteed by a \$1,000 forfeit. Circulation statement, rate cards and sample copies can be had of all reputable advertising agencies or the publishers,

**THE POTTER-KENDALL CO., Boston, Mass.**

## Advertisers in Farm Poultry Get Results.

### WHY

do advertisers in FARM POULTRY get results? Why have some of its patrons continued to advertise in the paper from its very first issue?

**Simple Enough.** They are not talking to a “HAS BEEN,” but to live, **Earnest Subscribers**, who renew promptly the month their subscription expires; who read the paper for its practical information, for its able championship of a large and growing industry, for its helpful departments; who believe in the paper and have faith in its advertisers. Every subscriber is cut off the list as soon as his subscription ends. No dead circulation. That's why advertisers in

### FARM POULTRY

get results, and freely and cheerfully indorse it as one of the best advertising mediums in all America. Sample copies and advertising rates furnished upon application.

**I. S. JOHNSON & CO.,  
22 Custom House St., Boston, Mass.**

If you want testimonials from satisfied customers who have used the advertising columns of FARM NEWS, Springfield, Ohio; if you want solid circulation, proofs always ready, and at least 25 per cent more every issue than advertising rates are based on, you can be sure to get both in

# Farm News

SPRINGFIELD, OHIO.

Now for some facts: Present advertising rates are based on a guaranteed circulation of 80,000 per issue. During 1899 the circulation increased phenomenally. Some editions were in excess of 145,000, and the average for whole year of 1899 was over 107,000. *No advance in advertising was made in 1899. For 1900 we guarantee no issue will be less than 100,000 copies.* Many have been and will be considerably more. *No advance in advertising rates has been made for 1900.* FARM NEWS is now published by a company having a paid up capital of \$50,000. New and enlarged plans—20th century plans—have been inaugurated, and circulation is being rapidly pushed upward. FARM NEWS has every element of real value to advertisers—circulation, strength with its readers and unusually low advertising rates.

THE AMERICAN FARMER CO.,  
SPRINGFIELD, OHIO.

EASTERN OFFICE:  
No. 150 Nassau Street,  
New York City.

WESTERN OFFICE:  
1113-1114 Manhattan Bldg.,  
Chicago, Ill.

# LATEST INFORMATION

CONCERNING NEWSPAPER CIRCULATIONS

**Published June 1, 1900.**

## A TESTIMONIAL.

The care with which the American Newspaper Directory is edited, the inflexibility of its methods, the opportunities for exact knowledge enjoyed by its publisher and the comprehensive scheme of the work make it almost indispensable to the general advertiser.

—*Fame.*

## AN EXPLANATION ASKED FOR.

*Publisher Fame:*

BOSTON, April 15, 1900.

DEAR SIR—As a regular reader of your publication I have noted the fact that you do not join in the excommunication of what most of the advertising papers call Rowell's American Newspaper Misdirectory; that, on the other hand, you seem to put Mr. Rowell on the back and express doubt whether any paper ready to fill out his forms has ever had its circulation misrepresented.

I looked for *FAME*'s own rating in the last issue, and found the letters "J. K. L." Now an agency in which I have the utmost faith informed me only the other day that your circulation was from 3,000 up. "J. K. L." means less than one thousand.

If Rowell only allows you thirty-three and one-third per cent of the real figures, publishing in New York as you do, and going to a picked set of circulation experts, what per cent would he allow to an Oshkosh daily with less than half your opportunity to protect yourself?

Tell me how you reconcile your conscience to condoning the Misdirectory, and oblige,

## AN EXPLANATION IS GIVEN.

*FAME* is glad to comply with the above reasonable request. It is true that Rowell rates this publication "J. K. L." It is true that no issue for which he has fallen below 3,000 was true then. *FAME* has run a high record during that period. It is probably true that Mr. Rowell, one of the best informed men in the advertising world, knows these three facts as well as we know them ourselves.

Nevertheless, the reasoning of our Boston friend is based on what is called *Post Hoc, Propter Hoc* logic. It is not because of his knowledge that Mr. Rowell writes "J. K. L." Neither can it be from malice, because nobody doubts but that himself that no malicious purpose is served by the paper for rating.

Mr. Rowell is simply being consistent. He is asserting his right, sustained by the courts, we believe, to rate as low as he pleases any publication that refuses or neglects to fill out his census return blanks. *FAME* has never thought it worth while to do this. It would not be worth while for us.

That does not prove that it would not be worth while for the supposititious Oshkosh daily. Manifestly the circulation of such a daily is its main value, and if it is not filled out, and if the blanks are not filled out, the old law maxim applies, *suspicio veri falsum est*, the suspicion of the truth is in itself a falsehood, viz., it indicates that there is something to be concealed. *FAME* thinks every publication must be its own judge whether it is wisest for itself to fill out the blanks or not.

No, *FAME* will not join in the talk about a "misdirectory" until it has been shown that some paper, having filled out the blanks, but having failed to turn in cash advertising, has been misrepresented. Such a circumstance has not yet been made public, if it exists. And the fact remains that the American Newspaper Directory, in spite of its imperfections, is the best of its kind, and in the hands of an advertising expert able to make due allowances—handicap weight for age, so to speak—is the most valuable book of reference the advertising man can have.

## FAME IS SET RIGHT.

When the editor of the American Newspaper Directory had his attention directed to the above he said: *FAME* is in error. I did not know that *FAME* printed so many as a thousand copies. This is the first claim to that effect I ever heard. Nevertheless it is a claim, and the publishers of *FAME* are in my opinion honest. On that account I will in the September issue give *FAME* an "H" rating, which is the highest accorded to any paper not supposed to issue more than an average issue of four thousand copies.

When the Directory editor was asked how he could explain that a paper like *FAME* should be content with a rating of less than a thousand when its issue was distinctly more than twice as

much, he said: The explanation is easy enough and it applies to most class Journals, in fact to most of the journals rated in the Directory with letter ratings instead of plain figures. It is this: It does not pay the publisher to tell the facts to the Directory because it is not profitable to him to have the facts known. *FAME* gets for its advertising space about half the price demanded by another paper in the same field, having some fifteen or twenty thousand in the circulation. For *FAME* to announce its actual issue invites comparisons which are not to its advantage. The Directory always gives every paper as high a rating as the editor thinks the facts will warrant.

Invaluable for advertisers. AMERICAN NEWSPAPER DIRECTORY. Published June 1, 1900. 32d year; 2d quarterly issue; 1431 pages. Price five dollars. Delivered, carriage paid, on receipt of price. GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

Rogers, Peet & Company, of New York, do things pretty well.

But now and then they make a mistake.

The defect is all the more glaring against the background of general excellence which characterizes the management and spirit of these three stores.

The instance to which I refer is this:

A man went into the downtown store and bought an order of goods which amounted to thirty-five dollars. His custom in that store averages three or four hundred dollars a year.

As he started to leave the store he noticed a number of very attractive little books about golf, issued by the store to advertise its golf wear. He stopped and asked the clerk for a copy and was told by the clerk that he had no authority to give out a copy and referred him to the desk.

At the desk was a man presumably in charge of the entire store. He also refused to hand out a copy of the book, although there were any number scattered about the store, and informed the inquirer that he would have to leave his name and address and a copy would be sent him.

This the man declined to do. He naturally felt exceedingly irritated at being put to so much trouble for such a little thing.

He was almost on the point of canceling the order he had just placed, except that it would have been at the expense of a great deal of personal inconvenience.

Not only was his request for the book refused, but the way in which it was refused was very unflattering and unpleasant.

After the word had been given out by the autocrat behind the desk not one of the clerks who was well enough acquainted with the customer dared to give up one of the books.

In a way this is a very small thing. At the same time, it was irritating to the customer, whose request was a natural and simple one.

Rogers, Peet & Company could more easily afford to have handed him a bushel of their advertising booklets than to lose his trade.

They had advertised this little book freely and constantly and have shown a commendable anxiety to distribute it everywhere.

The whole incident is so utterly out of keeping with the spirit of this store that I doubt if the superiors of the man in charge of the downtown store would think that he was helping the otherwise excellent advertising that they are doing.

It is true that the demands of customers are often unreasonable, but, even when they are unreasonable, if they are easily and cheaply complied with, it is certainly good policy for a store to do it.

The business of a store is to make customers for its goods. If by straining a point to gratify a reasonable request it can deepen a certain impression, it certainly ought to do so.

There are some stores which succeed in hanging themselves by too much red tape.

Every good advertiser welcomes a suggestion in which the service of his store or business can be bettered.

This is a purely gratuitous suggestion thrown out to an otherwise first-rate store as a way in which it can better itself.

\* \* \*

To whom does the trade belong

—to the jobber, or to the drummer?

Jobbing houses, as a rule, depend entirely upon the drummer for their business.

The drummer is the only man who sees the customer and he is the only man the customer sees.

To the customer the jobber is nothing but a name. It is merely the place where his orders are filled. It is the drummer that gets the order, and it is of the drummer that he buys.

When a traveling man leaves the employ of one jobbing house and goes to another in a similar line he takes a certain amount of trade with him. In some cases he takes all his customers over to the new house.

If all the traveling men of a jobbing house should leave at once how much trade would there be left?

Then the question is does the trade belong to the jobbing house or to the drummer?

Naturally this is a bad state of affairs for the jobber. He is at the mercy of his traveling men. They get together just at the beginning of the season and make a demand for twice as much pay, and he will have to grant it.

If his traveling men should leave in a body he would have to close up his business.

The fault is that few jobbing houses use any means of advertising outside of their traveling men. They make no personal effort as a house to get in touch with the people who use their goods. They do not give themselves individuality or personality.

Every jobbing house stands for something. It is true that it may sell exactly the same goods at exactly the same prices as competing houses in its line. What of it? It would not sell goods at all unless there were some reasons in favor of its methods.

The most magnetic traveling man that ever carried a grip cannot get orders for any unsatisfactory house—at least not very long.

Therefore, there must be something about the jobbing house which pleases its customer. The jobbing house that prefers to own his trade and control it and keep

it should make a persistent effort to reach it.

Its customers should receive frequent reminders of its existence. There should be a constant interchange of ideas and suggestions, and the jobbing house should be represented regularly every week upon the desk of every new customer by a bright and new thought with a string tied to it.

All of this matter will back up the talk of the traveling man. It will not handicap him. On the contrary, it will increase his effectiveness for that particular house. It will help him to take more orders.

At the same time the customer will understand that he is not buying of the traveling man, but of the house itself, and if for any reason the traveling man should leave, the customer will have been convinced that there are certain reasons why he wishes to buy his goods of that particular house and he will stay. This is one of the strongest reasons why every good jobber should do good advertising—advertising of the right kind, which reaches its customers frequently, interestingly and convincingly.

\* \* \*

From PRINTERS' INK's esteemed contemporary, *Profitable Advertising*, I clip the following :

We are informed that the executive committee of the American Advertising Agents' Association, at a meeting held in New York recently, adopted a resolution declaring it to be the sentiment of the agents that the publishers should compel the agents to cease dividing commissions with the advertisers. This is a very laudable stand for the agents to take; but we would like to have a little further information covering two questions that arise in this connection, viz.: What method can the publishers adopt that will be sufficiently compulsory?

And why cannot the agents compel themselves to cease the dividing business?

We would be glad to hear from anybody who is competent to shed a little light upon this matter.

The division of commissions has long been a drawback in the transaction of business between agents, publishers and advertisers. It is the means by which agents have underbid each other, and the policy has even been carried so far as to present an advertiser with the agents' commission *in toto*.

The only publisher that has made a decided stand against the practice up to the present time is the Curtis Publishing Company, of Philadelphia. According to reports, other publishers are rather

shy about taking up the suggestion of the agents, and it really looks now as if the whole question was up to the latter.

The whole thing is perfectly simple. The only trouble is to get publishers and agents to recognize the real facts in the case.

The principal difficulty is that they will not come right down to earth and treat the matter as a business proposition. There is about four feet of air between the soles of their shoes and terra firma, and air and imagination are poor things to build on.

Advertising space is a commodity.

An advertising agent is either one of three things:

He is the agent of the publisher, the agent of the advertiser, or a dealer in advertising space.

If he is the agent of the advertiser, it is his business to buy space as cheaply as possible for his principal. That means he must eliminate all of the commissions and discounts that he is given by the publisher, bill his advertiser at the net rate, and charge a fixed commission, or a fixed salary, for his services.

If he is the agent of the publisher, and the publisher pays him a commission or salary for selling space, that commission or salary belongs to the agent and he is free to do exactly, positively and wholly what he pleases with it. The publisher has no more right to follow him around the streets and tell him what he shall do with the money than he has to follow his errand-boy around and assist him in the expenditure of his three dollars a week.

If the advertising agent is really not an agent at all, but is a dealer in advertising space, it is his right to buy it just as cheaply as possible and to sell it for as much as he can get. And it is nobody's business what percentage of profit he makes.

Associations can pass resolutions until they are black in the face and the resolutions will have just as much effect as the individual members of the association want them to have. No resolution that was ever devised—or rule that was ever concocted—will prevent an advertising agent from dividing his commission with his

customer, or doing any other thing that he wants to do with.

There is certainly no reason why the basis of remuneration should be the same to all advertising agents. The services of one agent may readily be worth a thousand per cent more than those of another, just as in any other line of work one man's services may be worth more than another's.

Nobody expects all lawyers to work for the same fees.

The doctors are not forming organizations and passing resolutions asking somebody to please make them all charge the same prices.

The architects have an association which fixes a schedule for their work, but among the members of the association only the strong ones stick to the price—the rest of them cut it just as they would if there were no association.

The advertising agent is either a professional man or a merchant, and in either case the profit that he can make is governed by the amount and kind of competition, and by the good old law of supply and demand.

If the services of a professional man are very much in demand it is generally because they are desirable services and he fixes his charges accordingly.

The merchant usually goes on the railroad principle of charging "all the traffic will stand."

I can see no reason why the division of commissions has been "a drawback in the transaction of business between agents, publishers and advertisers," but if it has, the way to eliminate the drawback is to eliminate the commission.

If both the publisher and the agent will deal in net figures there can't be very much difference of opinion.

\* \* \*

Chicago has gone clean daft on the subject of "follow-up system."

The advertising agents of that interesting place all make a specialty of follow-up plans.

Whenever two or more Chicago advertising men are gathered together they whoop it up for the follow-up system.

The follow-up scheme is a com-

paratively recent discovery out there, and it affords endless opportunity for talk.

The Agate Club, which has the same number of members as, and a great deal more prestige than, the French Academy, is thoroughly devoted to the follow-up plan, and each of its "Forty Immortals" can give at least forty different reasons why the follow-up system is pretty nearly—The Whole Thing.

The devotion of all this energy and gray matter to the follow-up system has certainly boomed the business of the Shaw-Walker Co., makers of card indexes, and the result may readily be seen in some offices which have more card indexes than they have business.

Now, the follow-up system is a truly good and beautiful thing. It shines with a radiance equaled only by a good black-and-white design placed top of column, next to reading.

It is, however, quite possible to have more red tape than there are things to tie up with it. Many a man has gone straight down the road that leads to destruction and nervous prostration trying to keep track of the blue card w.th the corner cut off, which indicates that in Cabinet Three, Drawer Six the pink card with gray edges should be removed to Cabinet Seven, Drawer Thirteen, and there exchanged for a yellow card with four holes punched in it. All of which, being freely translated, means that Mrs. Jim Jones of Oshkosh, Wisconsin, has sent an inquiry, has received a booklet, and has after that apparently evaporated.

Don't think that I am going back on card indexes.

They are great things.

There is no way that I know of that is so good for keeping lists of names for differentiating among the names on any given list.

I am pretty well equipped with card indexes—got them all over the place—blue cards, and pink cards, and yellow cards, and gray cards—got cards divided up with date guides, and State guides—got all sorts of things, but I shudder to think what would happen if I should ever lose control of the system and it should run rampant

through the business, indexing everything up and down, back and forth, and crossways, consuming the entire time of the entire office force to keep track of it.

Of course you can have a follow-up system without making it very elaborate, but that is not the Real Thing and the Agate Club would surely not approve of it.

You mustn't trifle with the follow-up system.

It is a thing that must be spoken of with awe and treated with reverence.

Whole droves of people in the Middle West have gotten rich by simply using follow-up systems. It doesn't make any difference who you follow up, or what you do it for. The main thing is the system. Once get that and you are all right. Any old thing will do to base the system on.

Suppose, for instance, it's "collars—two for a quarter—booklet free." Mr. Jacob Spudds of Slabtown, Indiana, writes infor a booklet. You immediately enter Mr. Spudds' name with blue ink on a pale pink card and insert it in Cabinet Sixteen, Drawer Seven. In two weeks, if you have not received Mr. Spudds' quarter, you eliminate the pink card from Drawer Seven and you write Mr. Spudds an injured and affectionate letter asking him if he won't please get into the game with his twenty-five cents. Then you clip the corner off the card and insert it in Drawer Thirteen of Cabinet Six. After that you count bars and rest for two weeks more.

In the meantime you have written to the "gents" furnisher" in Slabtown. You have told him that you have had an inquiry from Mr. Spudds, who is positively yearning for your copper-fastened collars.

You keep on writing Spudds at intervals of two weeks, and if you don't get his order at the end of a couple of months you write his name on a bright green card with round corners, which indicates that he is a farmer and doesn't know a good thing when he sees it, and you put that card into the archives of Cabinet Seventy-Six, Drawer Four.

After that you write to Mr.

Spudds on blood-red paper in letters of brimstone and ask him what the devil he means by writing to you and getting a booklet and not ordering collars.

This is only a portion of the follow-up system.

Possibly in the course of your correspondence you will find out that Mr. Spudds is one of the Spudds family of Spuddsville, Maine, and therefore of course if the Indiana Spudds is interested in your collars all the Spudds of Spuddsville ought also to be interested, and you can start your follow-up system on them.

In the meantime, your magazine advertising has been running along any old way because you haven't had time to take care of it.

The man who really caught the follow-up system in its most virulent form fails to remember the interesting fact that if a man or a woman sees an advertisement in a given publication, he or she is pretty nearly sure to see following advertisements in subsequent issues of the same publication.

One of the best ways I know of for following up an advertisement is to follow it up with another advertisement. That is simple, sure and effective, and is especially desirable in the case of a low-priced article.

On the average, one dollar will pay for the circulation of one thousand copies of a page magazine ad. A follow-up system that contemplates an expenditure of less than twenty or twenty-five cents per name isn't much of a follow-up system. Therefore, the cost of following up five people by mail would be as much as following up those same people with a page magazine advertisement—with nine hundred and ninety-five new people thrown in.

To be sure, if you are advertising elevators or pianos, or automobiles, and you get a direct inquiry, it may pay to follow that inquiry quite to the end, even if the end proves to be bitter.

Of course a good descriptive circular, booklet or catalogue is a necessity, and the letter which accompanies it, whether it be specially written or one that is kept in

stock, should be concocted in the very highest style of the art. But after that, in ordinary cases, I should say that an elaborate follow-up system is a delusion and a snare.

An advertiser told me the other day that he had designs ready for the most gorgeous and thrilling insert that ever wandered through the magazine pages. He was absolutely cock-sure that everybody who saw the magazine would see the insert, and that they would thereby become imbued with an insatiable desire to see his catalogue.

The insertion of this two-page insert in *Munsey's Magazine*, including the cost of printing, would be about three thousand dollars. It certainly isn't fair to suppose that more than one hundred thousand of Munsey's six hundred thousand subscribers would send for the catalogue. That's a liberal estimate. And I would gamble to the extent of a red apple and a bottle of cider that there wouldn't be twenty-five thousand.

Now, a little more than three thousand dollars would buy eight pages in *Munsey's Magazine*, and in these eight pages my friend could print his entire catalogue and thereby circulate six hundred and five thousand copies of it. To be sure, he couldn't very well have the felicity of following up a lot of inquiries because most of his inquiries would be orders with the money. There wouldn't be any excuse for an inquiry asking for information. All the information he had would be put right in that ad, and his follow-up system would consist of page ads in subsequent months.

The articles he advertises cost only a few dollars each and it would be very easy to spend all the profit in the persistent following of inquiries. If he were selling an expensive furnace, or an elaborate brass bed there would be money enough and margin enough in the deal to justify a considerable system of mail work after an inquiry is received. And it would probably pay him better in that case to use comparatively small space in the magazines and depend for sales upon the personal work on each inquiry.

# **Two and a Half Million**

CIRCULATION EACH MONTH

OF THE

## **VICKERY & HILL LIST**

AND

## **THE AMERICAN WOMAN**

of Augusta, Maine, **direct into the homes** of buyers in the small towns, villages and rural districts of the entire United States, will yield more profitable results to **mail-order** and **general** advertisers **at a lower cost** than can possibly be obtained from the use of any other mediums having the same aggregate circulation.

**This great list of family publications is and has been acknowledged by all advertisers who have used them to have no equal.** For twenty-five years they have been the recognized leaders of their class. Some advertisers have patronized them continuously for a dozen years or more, and are at present using larger space than ever before.

Any mail-order advertiser who is satisfied with the results now obtained from advertising in similar mediums **must** use the Vickery & Hill publications to thoroughly know the pulling power of their advertisements.

In fact, the Vickery & Hill List and **THE AMERICAN WOMAN** are considered by the oldest and most successful advertisers as being the standard as to what results a given amount invested in advertising should produce.

Consult any Advertising Agency. They will tell you what these publications are doing for their other customers, or write to

**C. D. COLMAN, Temple Court, New York, or  
E. H. BROWN, Boyce Building, Chicago.**

# A Bad Fault!

"More people are cross-eyed in the tongue than in the eyes. They talk one way while they think another."—*Josh Billings*.

This seems to be a general fault among the ink men traveling through the country. When they fall across a printer who uses my inks they immediately start in to berate my methods and accuse me of everything imaginable, but if my customer does not agree with them, they will wind up by taking an order at my prices and offer unlimited credit. Ten chances to one the order will be turned down by the main office, but if they do ship the goods, you can gamble that the salesman's salary and expenses have been deducted pro rata from the quality. I am not making this claim from hearsay, as I had occasion to study the business thoroughly before I entered it, and knew just how low I could sell for cash in advance and furnish the best inks in the world. I carefully figured the cost of selling, the cost of keeping books, the cost of a collector to get money, and last but not least the percentage of bad debts which no credit house can avoid. All these charges are saved by my methods, and are shared with the consumer. When my inks are not found as represented I cheerfully refund the money and pay all transportation charges. Send for my price list.

ADDRESS

PRINTERS' INK JONSON,  
13 Spruce St., New York.

# A Contract

for Street Car Advertising in KISSAM'S system of street cars will pay you better than U. S. Government bonds. Publicity is profitable, and if you will let us we will show you some facts and figures which will give you an idea of the money making qualities to be found in street car cards.

FOURTEEN BRANCH OFFICES.

Geo. Kissam & Co.,  
253 BROADWAY, N. Y.

WRITTEN BY JOHN J. GRIFFIN, ALBANY, N. Y.